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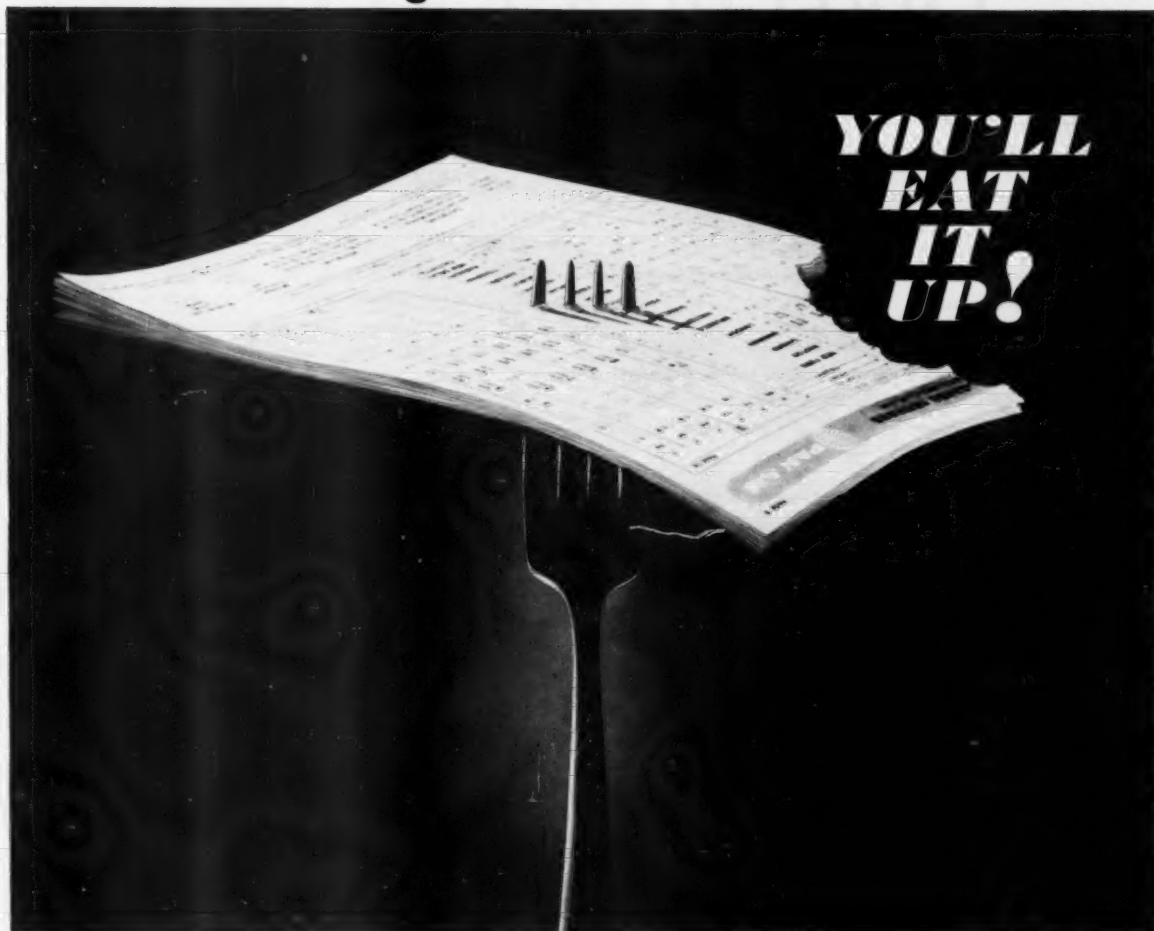
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*Trade Mark, Reg. U. S. Pat. Off.

PUBLISHER'S LETTER

SERIOUS readers of business periodicals have a healthy respect for statistics.

Provided that the statistics are accurate.

One of the basic purposes of industrial statistics is to compare present performance of a particular industry with that of the past. Upon such totals and percentages, researchers, analysts, and economists base their studies and plot the probable future.

Thus, if a forecast is to be established as a guideline to industry, it must be based on solid facts. This principle is as basic and unswerving as the engineer's requirement of a firm foundation before the rest of the structure can be built.

Recently *Air Transportation* put in some intensive study of a comprehensive set of operations and financial statistics of the domestic and international air freight forwarders of the United States. These were prepared by the CAB, based on reports submitted by the CAB-registered forwarders.

It was *Air Transportation's* intention to analyze the many pages of statistics and to interpret their meaning in terms of growth and potential. Meanwhile, excerpts from these statistics were published elsewhere, including aviation media.

After several full days of painstaking work on the forwarder statistics, *Air Transportation* gave them up as being unsuitable for publication.

Stated bluntly, the statistics are grossly inaccurate and do not represent the true picture of the United States air freight forwarder. In order to appreciate this, one must bear in mind that there is a clear difference between the operations of a CAB forwarder (who publishes his own tariff and is permitted to consolidate small shipments into larger ones), and the IATA sales agent (who works with the airline tariffs and earns a commission from the international air carriers).

What is wrong with the picture of the forwarder given to us by the CAB? For example:

► Some of the forwarders bothered to separate air freight forwarder operating and financial statistics from those covering their activities as IATA sales agents. Others did not. Hence, a firm which lumped together the totals of its con-

solidation and agency operations and earnings, contributed to the distortion of the industry picture of the forwarder (and, by indirection, of the agent).

► In not a few cases, the total number of shipments received by a forwarder from shipper clients, equaled the total number of shipments turned over to the airlines for carriage. If this is true, then these forwarders were not functioning as consolidators, but as agents. We checked certain of the figures. Some of the shipments averaged less than 100 pounds, which certainly demanded consolidation if the forwarder was to earn his keep. Obviously they moved as agency traffic.

► In numerous instances, profit and loss figures were patently wrong. Who ever heard of the net profit equaling the gross profit?

► In at least one case, the statistics of an international forwarder were listed in the domestic columns.

Since *Air Transportation* often is host to industry analysts working on statistical information it has published during the past 18 years, it is reasonable to expect that there will be another trusting group of researchers who will seize upon these official figures, already published in reputable journals, and confidently project their know-how with digits and decimals into forecasts for tomorrow.

They will be innocently misled, and their projections will foul the industry.

The fact of the matter is that if the CAB desires to report air freight forwarding activity consistent with its own definition of a registered forwarder, then the various totals are too high. If the Board is inclined to reflect IATA agency statistics as well, then the totals are too low. In any case, they add up to a gargantuan question mark.

The CAB cannot permit this woeful situation to continue. Apparently considerably higher reporting and statistical standards, with regard to the air freight forwarding industry, are urgently required.

John F. Budd

AIR TRANSPORTATION

The World's First Air Cargo Magazine

Established October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

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AIR TRANSPORTATION is published by Import Publications, Inc., Ten Bridge Street, New York 4, N. Y.; also publishers of Custom House Guide, American Import & Export Bulletin, and Air Shippers' Manual. Reprinting of any article or portion of an article appearing in this magazine without written permission, is strictly forbidden. AIR TRANSPORTATION is available on microfilm. For information contact publications office.

EXECUTIVE OFFICES

10 BRIDGE ST., NEW YORK 4, N. Y.
Phone: Whitehall 4-2896
Cable: CUSTOGUIDE

Copyright, 1960, Import Publications, Inc.

Vol. 36, No. 6

June, 1960

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New Contracts Bring REA Into Air Freight Field

Contracts with United Air Lines, coast-to-coast carrier, and Trans-Texas Airways, local service carrier, have brought the Railway Express Agency into the air freight business.

(*Air Transportation* learned at presstime that an agreement similar to the one with UAL has been signed by REA and TWA officials.)

The REA-UAL deal was announced by



Johnson



Patterson

Announce agreement

REA President William B. Johnson and UAL President W. A. Patterson; and the REA-TTA contract, by REA Vice President-Operations Robert C. Hendon and TTA Vice President-Traffic and Sales L. John Eichner.

United stated that under its deal with the express company, "shipments may be originated as air freight and delivered to final destination as surface express, or in reverse order. Charges, either prepaid or collect, will be a combination of the applicable air and surface rates of the two carriers."

A single receipt will be given to shippers, covering movement by air freight between UAL's system cities and surface express between these points and non-

(*Concluded on Page 71*)

Use of Shannon Free Airport is Growing

Two manufacturing firms, one from the United States and the other from England, have indicated that they will establish plants for the manufacture of their products at Shannon Free Airport. The firms were identified as SPS International Ltd., newly organized subsidiary of Standard Pressed Steel Co., of Jenkintown, Pennsylvania; and Lana-Knit (Ireland) Ltd., subsidiary of Lana-Knit Jersey Manufacturing Ltd., of London, England.

In cooperation with the Shannon Free Airport Development Co., Ltd. and the Irish Industrial Development Authority, SPA will erect a 50,000-square foot building which is expected to be ready for operation.

(*Concluded on Page 70*)

Turbofan Freighter Is Backed by Manufacturer

Donald W. Douglas, Jr., president of the Douglas Aircraft Co., said that turbofan airfreighter, if it were available today, could haul shipments at a 10¢ per ton-mile rate and by 1965 generate nearly five billion ton-miles of freight annually.

Addressing the 1960 Annual Conference of the American Association of Airport Executives in New York, the plane builder said that "this belief is considerably more than wishful thinking," pointing out that it is based on "careful surveys of shippers' requirements, made by airline and manufacturers' economists."



Douglas
Pro-turbofan

TWA-NEA Merger Plan Is Under Discussion

A joint announcement by Charles S. Thomas, president of Trans World Airlines, and James W. Austin, president of Northeast Airlines, revealed that officials of both companies have been engaged in merger talks. According to the TWA head, his company is studying a proposal, approved by NEA's board of directors, to merge on the basis of an exchange of three shares of NEA stock for one share of TWA.



Thomas



Austin

Merger in the wind

In a recent address before the Wings Club in New York, Thomas, without referring directly to the TWA-NEA merger plan, stated that "mergers will be favorably considered by the Civil Aeronautics Board."

TWA's network extends from the West Coast United States eastward across the United States and the Atlantic to Western Europe and the Middle and Far East. NEA, originally a New England regional carrier, extended its services to Philadelphia, Washington, D. C., and Florida as the result of a CAB decision five years ago. The *Air Shippers' Manual* lists TWA and NEA as fifth and sixteenth, respectively, in terms of domestic freight ton-miles flown. As carriers of air express, TWA is listed third, and NEA fourteenth.

According to the airlines, a merger would bring operating efficiencies and the ability to schedule equipment in response to varying seasonal demands. The plan is subject to the approval of the CAB, the Securities and Exchange Commission, senior creditors, and stockholders of both companies.

The Hughes Tool Co., which in 1956 acquired stock in the Atlas Corporation, owns 78% of TWA. Atlas owns the controlling stock in NEA. Howard Hughes' Atlas holdings, since 1958, have been in voting trust, approved by the CAB. Under this trust, voting rights are exercised by a trustee in accordance with the recommendation of the Atlas management.

The Air Forwarder is Introduced

Air Transportation Magazine, which since 1955 has devoted its June issue to the subject of air freight forwarding, introduces with this issue a new publication called, *Air Forwarder*.

Although *Air Forwarder* is bound into *Air Transportation's* June issue to receive the benefit of its circulation of more than 11,000 copies, a much larger run of the new publication has been ordered for separate sales.

Air Forwarder's principal function will be that of a directory to CAB-registered

domestic and international air freight forwarders, cargo sales agents authorized by the International Air Transport Association, and selected forwarding agents abroad. In addition it will carry statistics and other information pertinent to the forwarders and agents.

Like *Air Transportation*, the world's first air cargo magazine, and *Air Shippers' Manual*, the first "working tool for the shipper and traffic man utilizing the air cargo services," *Air Forwarder* represents another first in this field.



Add it up...low rates, dependable service and kid glove handling at jet speed to 51 countries on all six continents...and it totals up to the fact that BOAC is the best buy for your cargo. So, when you're counting on delivery to world markets, remember, time is money. And it's money earned when you specify BOAC to your freight forwarder or BOAC Cargo Agent. BOAC offers frequent direct service from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

World Leader in Jet Travel
B·O·A·C
 takes good care of your cargo

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ONLY JET CARGO SERVICE TO MILAN & ROME...

AT LOWEST RATES IN HISTORY!

*Effective June 2, 1960

Now, with reduced rates and greatly expanded jet flights starting June 2, ALITALIA'S Air Cargo service to Europe and the Mideast (beginning June 6, jet flights to Tel Aviv, Beirut, Damascus, Baghdad & Teheran) offers you greater benefits than ever before!

ALITALIA serves major cities in Europe, Africa and Asia to provide you with one carrier, reserved air cargo service. Transfers and rehandling are reduced to a minimum, so you're sure your shipments reach their destination fast and in good order. Call your agent or local ALITALIA office to reserve space through to any destination.

 **ALITALIA**
AIRLINES



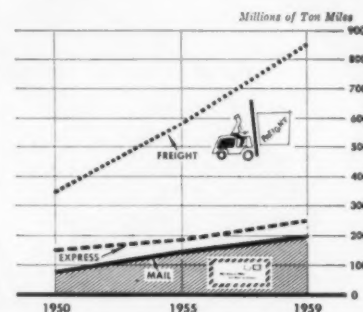
For flight schedules and rates, contact your freight forwarder or local ALITALIA office. Or write ALITALIA, Airfreight, 666 Fifth Avenue, N. Y. 19, N. Y.

PAGE 8—AIR TRANSPORTATION—Air Commerce

U. S. Air Carriers Set New Cargo High in 1959

Statistics for the year 1959, released by the Air Transport Association, national organization of the United States certificated airlines, showed increases over 1958 for all three phases of air cargo. Freight and mail ton-mileage were at all-time highs, while freight alone produced a new record for operating revenues in that department of air transportation.

The industry as a whole passed the half-billion freight-ton-mile mark for the third successive year, registering 589,487,000 ton-miles in 1959. In 1957, the United States air carriers flew 507,665 ton-miles of freight, then slipped to 501,586,000 ton-miles in 1958. The ton-mile increase in 1959 over the preceding year reached 17.5%.



Express ton-miles rose from 48,835,000 in 1958 to 56,606,000 in 1959. Its record high was established a decade ago, in 1950, when 81,793,000 ton-miles were flown.

Priority mail was reported at 181,686,000 ton-miles in 1959, as against 160,222,000 ton-miles in 1958 and non-priority mail at 18,593,000 ton-miles in 1959, compared with 17,207,000 ton-miles the year before.

Freight brought the United States airlines last year a total of \$163,959,000 in operating revenues, a big jump from the \$129,151,000 reported for 1958. Express revenues in 1959 were \$20,681,000, as against \$17,495,000 in 1958. Priority mail carriage gave the airlines \$79,760,000 (\$71,198,000 in 1958); non-priority mail, \$3,603,000 (\$3,294,000 in 1958).

It is pointed out that the 1959 figures are preliminary and subject to slight revisions.

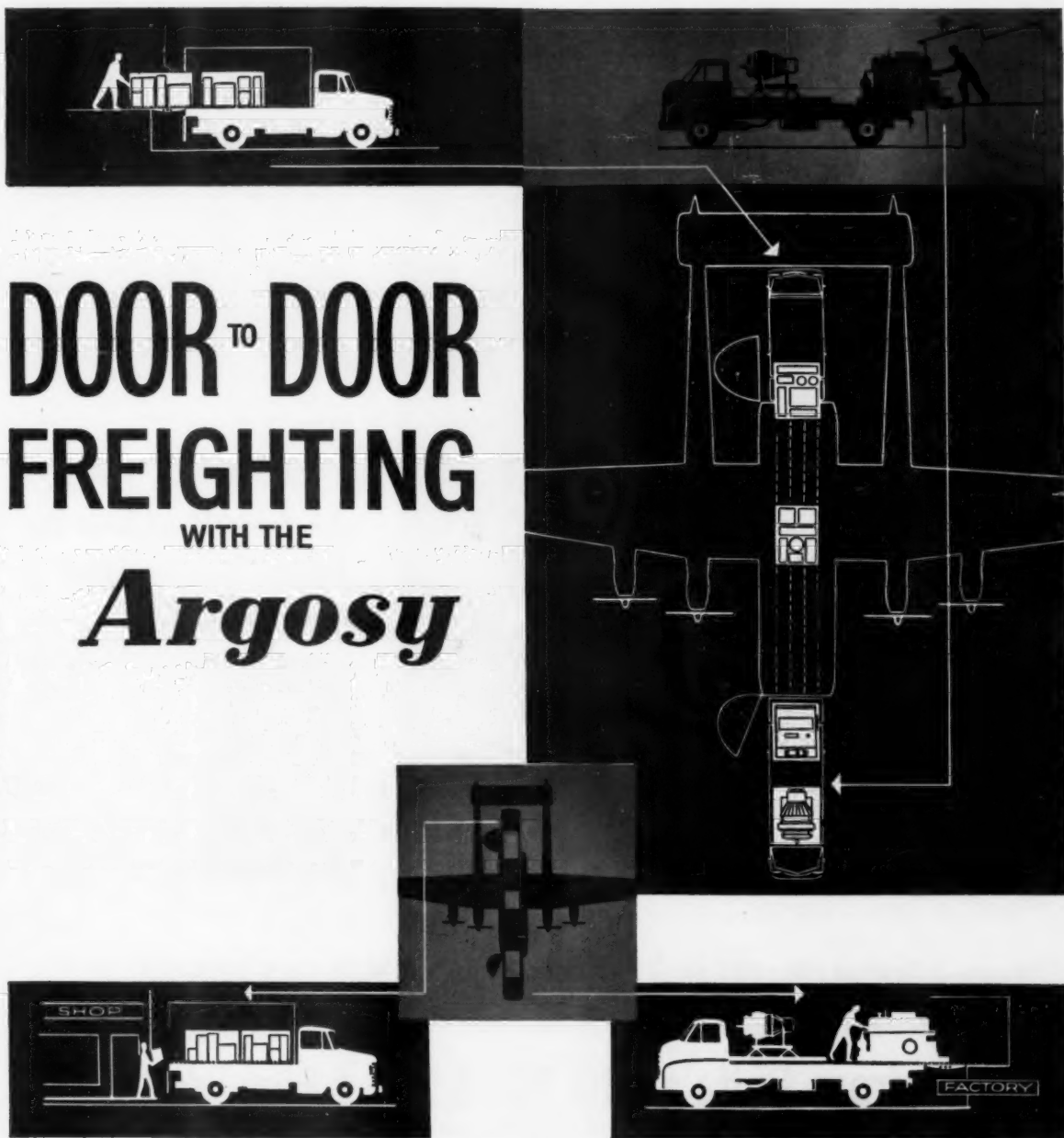
(Editor's Note: Detailed statistics for the fourth quarter of 1959, just released, appear on Page 56.)

UK Air Freight Movements Showed Big Gains in 1959

Freight led all the gains chalked up last year by Britain's scheduled airlines in domestic and international traffic. It was reported that for the calendar year 1959, British Overseas Airways Corp., British European Airways, and the independent airlines in association with these latter carriers, carried 194,364 short tons of freight, flying a total of 69,739,000 short ton-miles. Tonnage gain over 1958 was 39.8%; ton-mile increase, 19.8%.

Mail short tons carried by the British airlines increased 1.5% to 11,870. The mail ton-mile gain was 4.9%.

DOOR^{TO} DOOR FREIGHTING WITH THE *Argosy*



The revolutionary Rolamat-Argosy system of unitized loading

One pallet, one waybill—one streamlined operation door to door. That's the revolutionary air freighting system with the Rolamat-equipped Argosy.

Small parcels are built up on the pallet, the unitized load rolled onto a truck and straight from the truck into the Argosy.

Pallets can be linked together to take heavy bulky freight, such as machinery. No packaging is needed. Loads up to 13½ tons, less than 6 ft. 8 ins. high and 8 ft. 8 ins. wide, can be slid easily into the Argosy's 47 ft. long freighthold.

A complete turnaround at the airport takes only 20 minutes, including refuelling.

Off-loading is just as easy. The cargo is rolled onto the lorries backed up at both ends of the fuselage.

No special handling technique is required—lifting trucks and cranes can thus be completely dispensed with.

Rolamat saves time, saves trouble, saves money, saves labour, saves warehouse space. Yes sir, things really *move* with the Rolamat-Argosy system of unitized freight handling!

Designed to bring the cost of air freight down to earth

HAWKER SIDDELEY AVIATION

32 Duke Street, St. James's, London, S.W.1.

JUNE 1960—PAGE 9

**"When an oil rig needs parts
'yesterday' isn't soon enough
... so we use Delta Air Freight"**



A day lost can cost its customers up to \$10,000 so Hughes Tool Co. of Houston, Texas, relies on Delta to rush vital equipment to the field.

"Customers phone us from the 4 corners of the globe," says N. E. Cloud, Traffic Manager. "When an oil rig is idle, the loss in production can mount to thousands of dollars a day. We meet these emergencies easily by shipping field equipment by air freight. Delta plays a major role in helping us keep customers satisfied."

Profit from Delta's BIG PLUS

Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. Delta cuts a dozen hidden costs of surface shipping for most every product under the sun ... gives you next-day delivery to boot!



Delta all-cargo flights serve Atlanta
Charlotte • Chicago • Cincinnati
Dallas • Houston • Memphis
Miami • New Orleans • New York
Orlando • Philadelphia • Detroit

GENERAL OFFICES:
Atlanta Airport, Atlanta, Ga.



What Happened To The Forwarder Statistics

One of the planned major features for this special issue of *Air Transportation* had been an analysis in depth of the 1959 financial and statistical data of all United States air freight forwarders which recently was released by the Civil Aeronautics Board.

Following long study of these statistics—which already have seen print in certain trade journals—*Air Transportation's* editors decided to forego their publication on the grounds that they are grossly inaccurate, misleading, and entirely contrary to the true picture of air freight forwarding activity.

For complete details, we suggest that you read the *Publisher's Letter* on Page 4.

AA Cargo Head Sees Big Freight Year for 1960

E. C. Taylor, vice president-cargo sales and services of American Airlines, predicted



Taylor
Big 1960

a highly successful air freight year for his company. He estimated that by the end of 1960, AA will exceed last year's record 103,195,441 ton-miles of freight by from 20% to 25%. Taylor said that "more and more business firms are acknowledging the economic benefits of air freight." He paid tribute to his company's distribution

consultant service for its success in bringing the economic values of air freight to the attention of business managements.

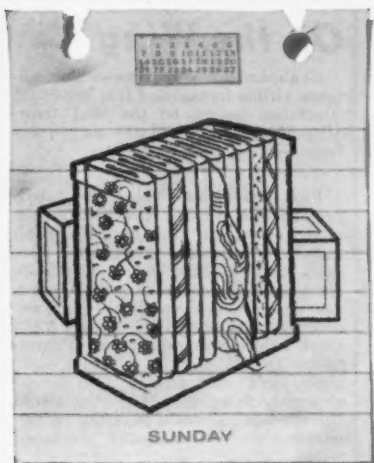
Joint Company Sought By 6 British Independents

Half a dozen British independent airlines, some domestic and some international carriers, are exploring the possibility of a mass merger deal which would make them a single company. The carriers are: B. K. S. Air Transport, Cambrian Airways, Derby Aviation, East Anglian Airways, Jersey Airlines, and Starways.

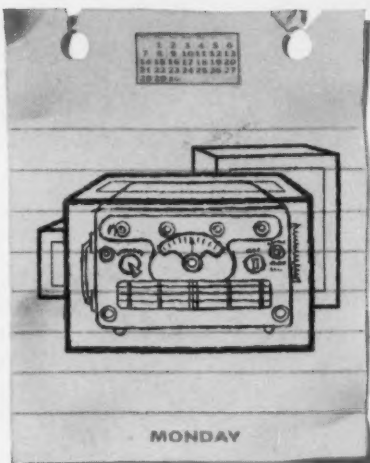
British United Airways Comes into Existence

The recently merged Airwork and Hunting-Clan (May 1960 *AT*; Page 12) have settled on a new name for the joint company: British United Airways, M. D. N. Wyatt, formerly chairman and managing director of Airwork, has been appointed chairman of BUA. Maurice H. Curtis and

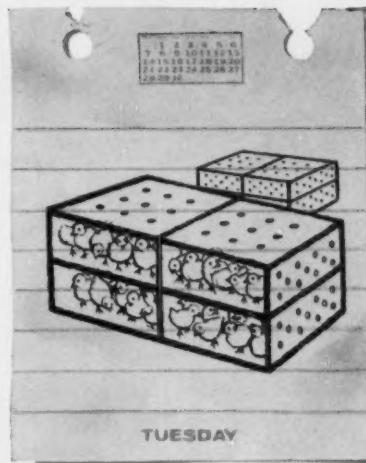
(Concluded on Page 71)



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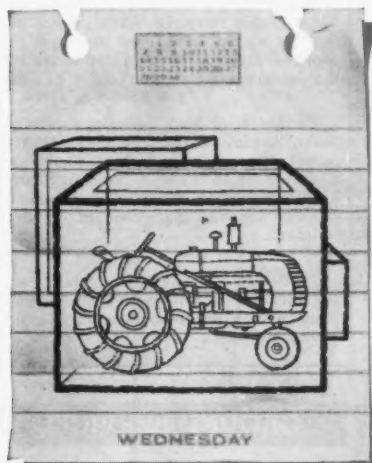


MONDAY



TUESDAY

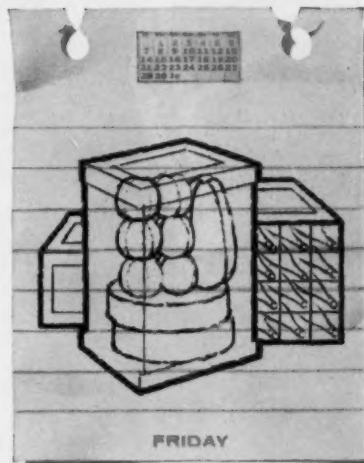
Jet cargo service, non-stop to Paris,



WEDNESDAY

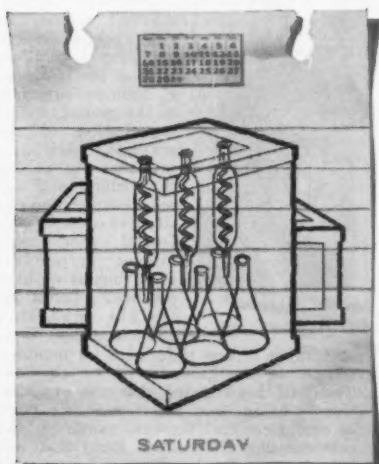


THURSDAY



FRIDAY

now...every day of the week!



SATURDAY

Air France flies more jets to Paris than any other airline! Seventeen flights a week from New York. And cargo goes on every one, every day. Big cargo. Bulky cargo. Heavy cargo. Air France 707 Intercontinental Jets have the extra-large doors and the extra-large capacity to handle it! Huge, 1700-cubic-foot cargo holds accommodate five tons of cargo—*triple the capacity* of ordinary airliners. Rates are now lower on many commodities...as much as 45% lower than ever before! And service is faster. Air France also offers twice-a-week jet cargo service direct to Paris from Chicago and Los Angeles. Immediate connections to other points throughout the globe. For more information about Air France Jet Cargo, see your cargo agent or call the nearest Air France office. Air France speeds cargo to more cities in more countries than any other airline.



AIR FRANCE JET

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Anything goes, *everything* goes... with a minimum of handling, a maximum of speed! One plane to London... connections right on 'round the world. All this—plus the *only* global jets straight-away across the U.S.A.! To snare space, build a fire under your cargo agent, forwarder or **QANTAS**

Australia's Round-the-World Jet Airline

In association with BOAC, A.I.L., TEAL and S.A.A.

On the Wing

Seaboard & Western—The all-cargo airline transported four important Australian pacers on the final transatlantic leg of a 15,500-mile air journey from Sydney to New York.

Pan American—The Latin American Division reports two outstanding recent shipments. One involved 18,768 pounds of household goods flown from Sao Paulo to Montevideo. The shipment, consigned to Franklin Hall, president of the Esso Standard Oil Company of Uruguay, consisted of 10 Van PAAks (each held an average room of furniture), 20 smaller crates, 17 cases, eight boxes, and nine trunks. The second shipment, flown from Los Angeles to Rio de Janeiro, was a \$400,000, 13,000-pound electronic computer consigned to the Catholic University.

Air France—Eight thousand pounds of non-refrigerated polio vaccine were transported in a jet from New York to West Berlin. Normally 3,449 pounds of dry ice would have been required to cool the drug shipment. Elimination of the ice saved the shipper about \$1,500.

Swissair—Packed only in a plastic cover, Remington Rand shipped a 9,024-pound computer valued at \$228,600 to a purchaser in Europe. Swissair managed to pass the 110"x34"x86" shipment through the 78" high door of its air-freighter.

National—Among the occupants of the airline's new *Constellation* cargo-plane were a pair of 600-pound Miami-bound elephants.

GROUND SERVICES

EXHIBIT IN AUGUST

In conjunction with the sixth annual Air Freight Cartage Conference in Chicago, Air Cargo, Inc., will sponsor an

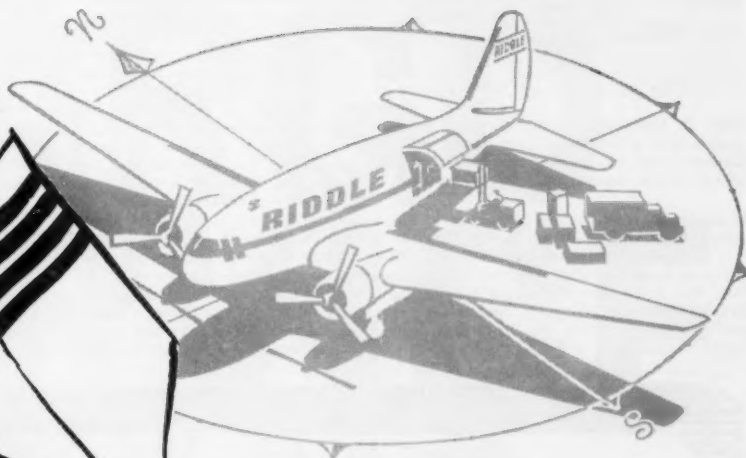


Johnson
Handling show

Air Freight Ground Handling Exhibit on August 16-17. Emery F. Johnson, president of the ground service organization of the scheduled airlines, said that "in polling the airlines and our associated pickup and delivery operators, we found considerable interest in an exhibit such as we have planned." Latest air freight handling equipment and demonstrations of new techniques for handling freight on the ground will be on view. The ACI head stated that the organization is being "very selective in the types of equipment that we want exhibited, and concentrating solely upon items that will help improve the handling and movement of air freight on the ground." The exhibit, he added, is being planned as carefully as the conference itself.

For complete information on the exhibit, write: Air Cargo, Inc., 1000 Connecticut Ave., N.W., Washington 6, D. C.

*"Thanks,
Mr. Freight Forwarder!"*



Thank you Mr. Freight Forwarder for helping Riddle Airlines become the nation's largest north-south carrier of forwarder business.

In the years to come, you may be sure Riddle Airlines will continue to justify your confidence and cooperation. No effort will be spared to provide the swift, dependable service you have a right to demand on behalf of your shippers.


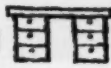

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U.S. Scheduled Air Cargo Route 109 and 120 WORLD-WIDE INTERLINE CONNECTIONS

JUNE 1960—PAGE 13

SABENA "JET-LIFT" CARGO SERVICE MEANS...

1. Pressurized, heated compartments for pharmaceuticals, perishables and  live animals. **2.** "Jet-Lift" space. Each Jet holds 10,000 lbs. of cargo...accommodates units as large as an  office desk. **3.** Boeing "Intercontinental" Jets that speed your cargo to Europe in  6½ hours. **4.** Specify Sabena's "Jet-Lift" cargo service...at lowest rates available.



BELGIAN World AIRLINES

Sabena Building, Fifth Avenue, New York 19, N. Y.

FORWARDERS

GROUND-BREAKING FOR AFC

Work is underway on Airborne Freight Corporation's new two-story headquarters building at San Francisco International Airport. Ground-breaking ceremonies recently were attended by John D. McPherson, Airborne's president; Edward B. Baron, vice president, Public Utilities



John D. McPherson (left), Airborne president, wields a hoe flown from Japan, while Commissioner Edward Baron uses a gold-plated shovel during ground-breaking rites.

Commission; and Harold Messersmith, airport superintendent of operations. Airborne has a 40-year lease from the PUC on 2.10 acres of land. The structure, costing \$200,000, will house the air freight forwarding firm's own administrative personnel as well as those for its six forwarding and travel companies.

ASC EXPANDING IN JAPAN

Arthur A. Nottelman, Jr., vice president of Airfreight Service Corp., which recently established an office in Tokyo, has announced that the firm's Japanese operations will be considerably expanded. Branch offices will be set up in the cities of Kobe, Nagoya, Osaka, and Yokohama. In addition, a sub-branch office in Tokyo is slated. Supervising all of ASC's Japanese activities is Yukio Sato, who has been named general manager—Far East.

According to Nottelman, it was a great increase in the flow of traffic which turned the company's thoughts to the establishment of additional offices in Japan. Fred W. Shinn, president, has been in that country since March, and is actively participating in the new plans.

ROUTINE FOR AEI

Squeezed between its normal operations for shippers of an infinite number of commodities, Air Express International recently figured in a mercy flight which probably saved the lives of two Indian children. The firm reported:

"At 4:30 p. m. Friday, AEI in New York was informed by a scientific organization that it had just received cabled advice from Poona, India that two children had been bitten by a rabid rabbit. It was necessary that a shipment of vaccine and serum be sent on the first available flight. Furthermore, it was imperative that the mercy shipment be kept at a constant cool temperature all the way to Poona.

"AEI moved into instant action, clearing all obstacles to immediate shipment. Four-and-a-half hours after the phone call had been received, the rush shipment took off

aboard a Pan American jet flight to London. AEI's London Office, which had been cabled about the importance of the consignment and the urgency of its being maintained at the proper temperature, assigned a special representative to handle it. Repacked with dry ice, it was turned over to Air India. The flight reached Bombay at 7:35 a. m. Sunday. Clearance and delivery to Poona was effected without delay."


ORCHIDS FOR ALEXANDER

Emery Air Freight Corporation—and especially its London-headquartered manager for Europe, John Alexander—recently figured in a transatlantic operation which saved a contract for an English manufacturer. Emery was called upon by The Barden Corporation, Danbury, Conn., to rush a consignment of bearings to the Westland Aircraft Company, Slough, England. If the shipment did not reach Slough by Wednesday, Westland would be in trouble.

Arrangements were made to have the bearings picked up late on Monday. The Connecticut manufacturer assumed that the shipment could not leave New York International Airport before Tuesday; but a teletyped message to Emery's Idlewild facility, sent in advance of the shipment's arrival there, set in motion procedures which had it fully documented and ready for loading aboard an evening London flight. Instead of a Wednesday arrival, the bearings were at London Airport 1 p. m. on Tuesday.

Knowing Westland's urgent concern about the components, Alexander phoned the plant 130 miles away. Only the day

(Continued on Page 71)



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ship on

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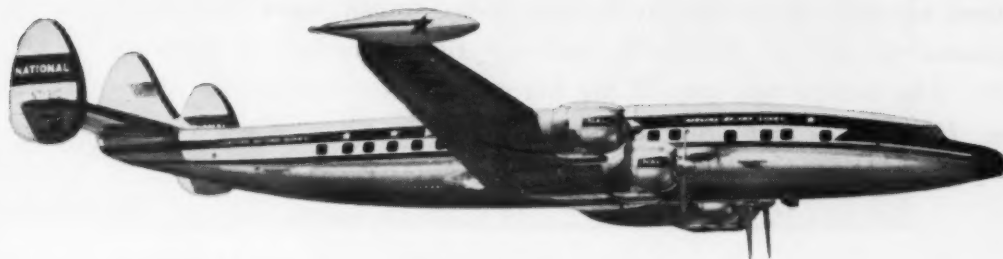
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of the Stars*

New Star Air-Freight Service provides:

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It's here! The newest, the fastest air-cargo service. AND YOU CAN RESERVE SPACE NOW! National's all-cargo Constellation gives you a vastly expanded air-freight service you can depend on. And backing it up is National's extra fast Jet Air-Freight Service on the new DC-8B.

For Information Call Your Freight Forwarder, Cargo Agent or any National Airlines' Office.

SOUTHBOUND

Lv. Phila. 12:01 am; Lv. New York* 3:00 am
arr. Miami 6:20 am

NORTHBOUND

Lv. Miami† 5:30 pm; Lv. Orlando 7:10 pm
Lv. Phila. 12:01 am; Arr. New York 2:37 am

*except Sun. and Mon. †except Sat. and Sun.



NATIONAL

FIRST WITH JETS IN THE U.S.A.



SERVICES

DOMESTIC

AMERICAN

Starting June 8, 707 jet service will be available between Philadelphia and Los Angeles. The nonstop flight will leave Philadelphia at 6:15 p.m. and arrive in Los Angeles at 8:40 p.m. On eastbound flights, departures will be at 8:30 a.m., arriving in Philadelphia at 4:30 p.m. All times stated are local.

CONTINENTAL

Director of Cargo Sales O. Lee Slay reported last month that the Denver-based airline's daily jet cargo capacity has been increased by more than 30%. Five new 707 flights have brought about the increase. They operate on routes serving Chicago, Los Angeles and Denver. Continental's jet cargo capacity is up to 400,000 pounds daily, Slay said.



Slay
More cargo space

On May 25, the airline made effective a late-evening departure from Chicago, allowing shippers to deliver freight to O'Hare Airport until 10 p.m. Next-morning delivery at Los Angeles is assured.

DELTA

The Convair 880, 615-mile-an-hour jet,

bowed into commercial operation last month wearing Delta Air Lines' insignia.



Miller

Now it's the 880 airline also operates DC-8 jet service to the aforementioned cities as well as to Detroit, Miami, Dallas and Tampa.

NATIONAL

NAL is offering three daily night coach flights, one of which is a DC-8 jet flight. Last summer the airline operated only one such flight daily.

TWA

A third nonstop jet flight between New York and San Francisco was inaugurated last month.

Another recent addition is nonstop jet service between New York and Chicago. For the time being it is the only pure jet service from Chicago to New York during the afternoon hours.

UNITED

Last month UAL opened the first non-stop service ever offered between Omaha and New York. DC-7 equipment is flown.

INTERAMERICAN

BRANIFF

The Texas airline recently inaugurated new Boeing 707-227 jet flights from the United States to Brazil via Panama and Peru. By interchange with Eastern over its New York-Miami route, Braniff departs from Idlewild Airport every Wednesday at 12:50 a.m., and from Miami at 3:20 a.m.

PANAGRA

DC-8 service between New York and Buenos Aires was inaugurated last month. Southbound flight leaves New York at 12:01 a.m., arrives in Miami at 1:16 a.m.; Panama, 5:05 a.m.; Lima, 9:25 a.m.; Buenos Aires, 4:05 p.m. Flying time: 11:40 hours.

RANSA

Ramiro Salazar, New York district sales manager, reported that first DC-6A flight, Miami to Caracas, carried some 32,000 pounds of freight. A new unloading record was established at destination point: one hour, all through the center door. The round trip was completed in 10:16 hours.

It was also learned that RANSA has signed interline agreements with three additional North Atlantic air carriers: Luftansa, Sabena, and Swissair.

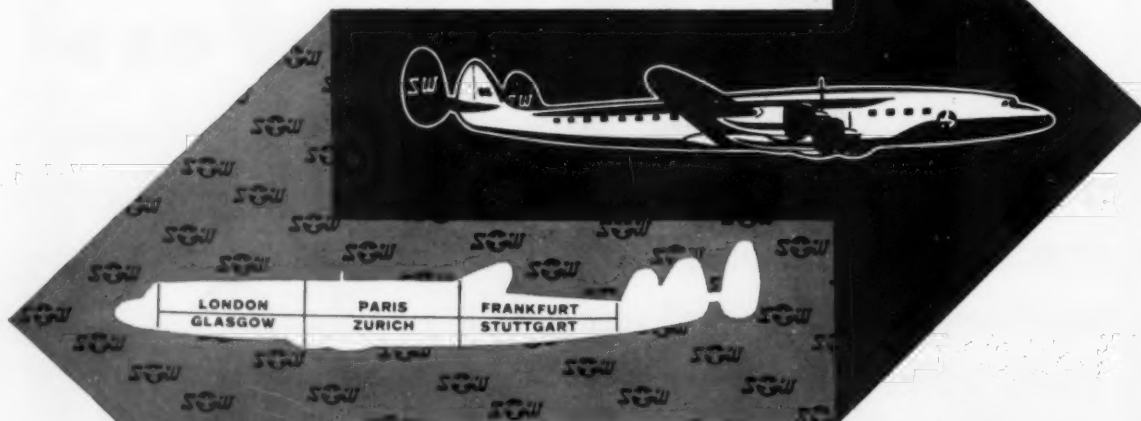


Salazar
DC-6A operation

(Continued on Page 71)

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MAIL and CARGO Super Constellation Flights Around the CLOCK to and from principal cities in Europe—connecting East and Far East. Call Your Freight Forwarder or

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Went to Russia

By JAMES P. ARMSTRONG
Assistant Traffic Manager (Export)
Foreign Traffic Department
American Express Company



appeared to me that no fewer than half a dozen planes, possibly more, would have to be employed.

At this time, I was given a taste of the difficulty in rounding up multiple aircraft for a charter operation. I found a surprising lack of interest at some of the air carriers, and the unavailability of aircraft at others. This situation was further complicated by the absence of any firm dates except
(Continued on Page 63)

Arthur J. Rickard, cargo traffic manager for KLM, relies on radio communications to issue instructions to cargo handlers and other personnel and to ascertain the progress of the big operation. With Armstrong, Rickard worked around the clock.



Every one of the 917 separate pieces flown to Moscow was weighed on the tarmac prior to loading. Cargo handlers in this photo are set to deal with a 90-foot backdrop used in the hit musical.



A fleet of Russian trucks such as the one shown in this picture was needed to haul the 71½ tons of freight from Vnukovo Airport, Moscow, to the capital city's Central Theater of the Soviet Army.

MY FAIR LADY wowed Russian audiences from the very first performance. But it took some doing to get the Lerner-Loewe smash from New York International Airport to Moscow's Vnukovo Airport in time to open on schedule. The bridge was one of the biggest commercial airlifts of all time. Here is the behind-the-scenes story of . . .

How My Fair Lady

IT all started last November with a routine telephone call to our Travel Department.

And it turned out to be not only the largest air freight movement in the history of American Express, but probably one of the largest mass commercial shipments—in terms of weight and distance—in air transportation history.

The call was from Phil Adler, general manager of Herman Levin Productions. It was a routine inquiry about passenger accommodations for the cast and technicians of *My Fair Lady*. Destination: Soviet Russia.

Nothing definite yet, Adler cautioned. He needed the information, just in case. Subsequent conversation revealed that the State Department and Gostkontsert, the Russian opposite number of our own International Cultural Exchange Service, were engaged in negotiations for a series of play dates in the Soviet for the fabulous Lerner-

Loewe musical version of Shaw's *Pygmalion*.

It was true that Mr. Adler had only expressed interest in getting advance charter flight information about the movement of some 80 persons. But if the *My Fair Lady* company required transportation to the Russian capital, it was logical that all the play's props, costumes, special equipment, etc., would have to be moved as well. A tip was dropped off to my office.

I contacted Mr. Adler. Yes, there was a possibility *My Fair Lady* would travel to Russia. However, nothing had been set by the two governments. It was still in the talking stage. He himself did not know all of the details yet. All he knew at this time was that it looked like the complete show would be flying to the Soviet Union in exchange for a Russian ballet or something.

It was clear to me that all the equip-

ment attendant to the show would have to be moved also. Adler agreed this probably would be the case. Could all the props and the revolving stage and the rest of the necessary equipment actually be transported by air? I told him I believed it could, and without obligation to his firm offered to study the possible operation in order to be able to produce a cost estimate.

What I required at this juncture were cube and weight figures—at best, rough approximations. I learned how many rail boxcars the equipment filled, and this gave me my first inkling of the extent of the job.

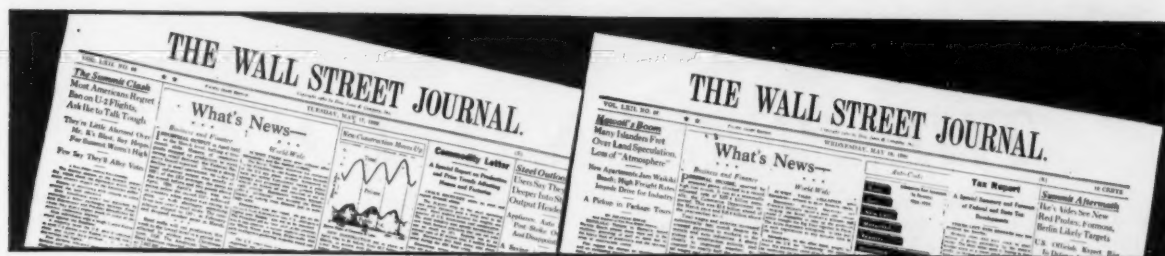
I took to canvassing the United States and foreign airlines with regard to the availability of aircraft for a mass movement of freight and passengers to the Soviet capital. It was still too early to know precisely how large a fleet would be required (if, indeed, the operation came off at all), but it



Big cargo door of the KLM airfreighter reveals well-loaded interior as fork lift truck approached plane with a pallet of disassembled props. Average load per aircraft was 20,413 pounds.



The author writes: "The scene at Idlewild was a fantastic one. Trailer after trailer pulled up to Runway 19 with loads for the cargo planes." The aircraft in background is a Lockheed 1049.



is the Word

reversed. Each container descends automatically from the underside of the fuselage, is nested in a special cart (Photo 5), a new train is formed, and is quickly drawn to a waiting Airborne trailer truck (Photo 6). Between 10 and 11 p.m. the trailer reaches the Post Office in Seattle (Photo 7), where sacks of newspapers are unloaded for mail delivery next morning (Photo 8).

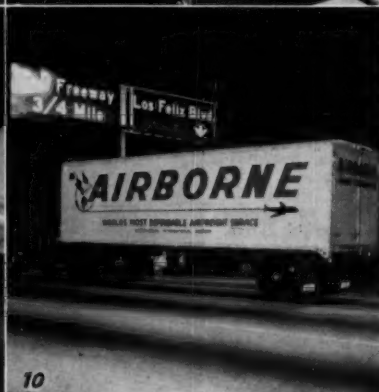
One hour after the Seattle consignment is taken from the plant, another truck picks up a load for San Diego. It is delivered to Pacific Southwest Airways whose 7:55 p.m. *Electra* propjet flight brings it to the California city in time to deliver the *Journals* to the Post Office between 10 and 10:30 p.m.

Papers bound for the Post Offices at Portland, Eugene, and Spokane, are picked up from the plant at 7:30 p.m., make United's 8:30 o'clock jet flight, and are turned over to the postal authorities there between 10 and 10:30 the same evening. The flight carries Honolulu-addressed papers also.

At the time when the latter load was picked up in San Francisco, Airborne also took possession of the first load of *Journals* for Los Angeles. It made United's 9 p.m. jet flight, and reached the Post Office between 11:30 p.m. and midnight. This was for delivery to Los Angeles' outlying districts.

The second — and larger — load, picked up at 9:30 p.m., is for readers within Los Angeles. Sixty to 90

(Concluded on Page 65)



Nothing is older than yesterday's headlines. Trite but true. It's one thing to get a newspaper into print, and another to get it into the hands of thousands upon thousands of readers—especially if, like the readers of The Wall Street Journal's Pacific Edition, they are strewn over great distances. How does the reader get Monday morning's paper Monday morning?

Coordination

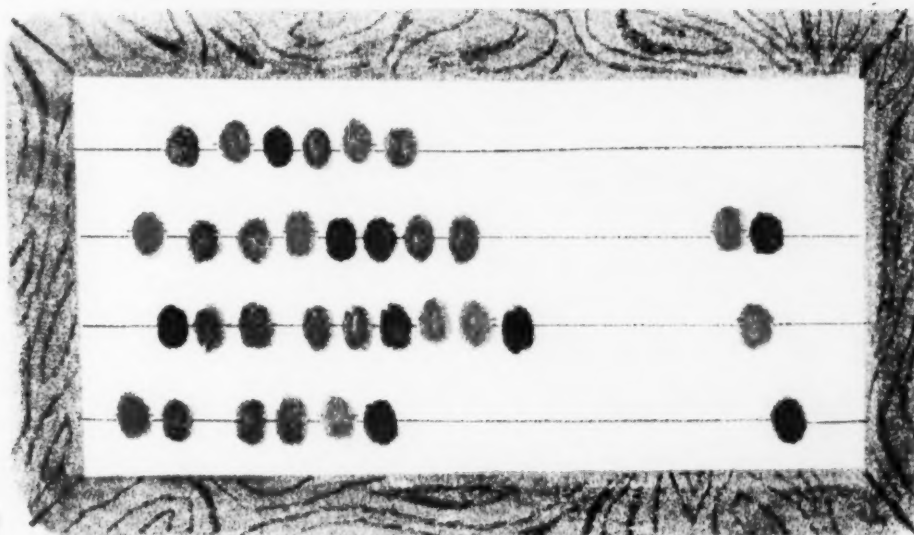


THE Pacific Coast Edition of the world-famed *Wall Street Journal* is printed, not in New York City, but on Market Street in San Francisco. And in order to get the paper into the hands of West Coast readers at approximately the same time in the morning, it is relying on the air distribution services of Airborne Freight Corporation.

There is a firm link-up between the *Journal's* production, airline schedules, and pre- and post-flight air freight forwarding procedures. Every evening, five days a week, Airborne takes over for shipment between 19,000 and 25,000 pounds of newspapers. About 75% of the weight is destined to Los Angeles. Let's follow a typical night's operation.

The newspaper press run is set for from 5:30 to 9:30 p.m. (Photo 1). An Airborne truck carrying empty, cradle-shaped fiberglass containers, specially designed for United Air Lines' DC-8 jets, makes the first pickup at 6 p.m. The shipment, which is destined to Seattle for mailing there, is rushed to San Francisco International Airport where the containers are unloaded from the truck (Photo 2), coupled to other containers, forming a train, and towed to the plane (Photo 3) where William Aitken, Airborne's district sales manager, and D. W. Urquhart, United's supervisor of ramp service, confer on the movement (Photo 4). The big aircraft takes off at 6:40 p.m.

Arrived at Seattle-Tacoma International Airport, the procedure is



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Airfreight rates as of June 30 for trans-Pacific points are greatly reduced to offer you savings of up to 38% . . . we bring you **lower rates at average shipping weight levels than the very airlines on which your airfreight moves.** This breakthrough in trans-Pacific rates means a real **break** for you. Remember, AEI offers you, at lowest rates, a more complete service than all the airlines of the world combined. Call AEI today.

TYPICAL COSTS					TYPICAL COSTS				
New York/Newark/ Philadelphia to Tokyo					San Francisco/ Los Angeles to Manila				
Typical Shipping Weight (lbs.)	AEI Cost	Airline Cost	Savings Per Ship- ment	Sav- ings Per Lb.	AEI Cost	Airline Cost	Savings Per Ship- ment	Sav- ings Per Lb.	
2	\$ 5.00	\$ 8.00	\$ 3.00	\$1.50	\$ 7.00	\$ 8.00	\$ 1.00	\$.50	
20	39.50	45.00	5.50	.28	39.40	44.60	5.20	.26	
50	99.50	112.50	13.00	.26	98.50	111.50	13.00	.26	
75	149.25	166.75	17.50	.23	147.75	167.25	19.50	.26	
100	180.00	199.00	19.00	.19	159.00	188.00	29.00	.19	
250	400.00	422.50	22.50	.09	397.50	420.00	22.50	.09	
500	742.50	786.50	44.00	.09	693.00	737.00	44.00	.09	
2500	2,675.00	2,825.00	150.00	.06	2,450.00	2,600.00	150.00	.06	



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"Let's have our overseas cargo men talk things over with the U. S. forwarders, agents, and shippers," said TWA—and they did!

THE PERSONAL TOUCH

Trans World Airlines, which is expending a much greater effort in tapping the air cargo market, recently served as the instrument in bringing together some of its key overseas cargo executives and United States air freight forwarders, cargo agents, and shippers.

Object: to "meet with people at the opposite end of the pipeline . . . discuss mutual problems . . . learn about industrial trends and long-range programming as well as im-

mediate sales activities undertaken by Trans World Airlines."

Visiting airline men were the guests of Air Express International Corp.; Associated Merchandising Corp.; Barnett International Forwarders, Inc.; Benrus Watch Co., Inc.; Emery Air Freight Corp.; Foremost Laces; Frankel Associates, Inc.; IBM World Trade; *New York Herald Tribune*; and Railway Express Agency. The person-to-person operation was acclaimed as a huge success.

At Emery Air Freight Corp. (seated left to right): Maurice Taffi, Roland Berney, Max Newhouse, Luciano Minoia, all TWA. (Standing left to right): Vito Angerame and N. J. Campbell, TWA; J. P. Fay, J. J. McNulty, P. E. George, all Emery; Sal Lattaro, TWA; and Richard Wirbe, Emery.



At Benrus Watch Co.: Allan M. Fox, vice-president - purchasing of the watch manufacturing firm (right), exchanges air shipping views with TWA cargomen (left to right) Newhouse, Berney and Angerame. Newhouse and Angerame are from New York; Berney is Geneva head.

At IBM World Trade: Flanking James J. McGuire (center), traffic manager of the big manufacturing firm, are (left to right): TWAers Charles E. McNiff, Gus Barnett, Werner Peoppler, Bill Campbell.



At Railway Express Agency: Flower shipments are topic of discussion between REA Agent John Darcy (left) and Aldo Riggio, TWA cargo manager in Rome. Jerry Feldman of New York City lends an ear.

At Air Express International: John E. Muhlfeld (center) AEI vice president-sales, greets Andre Bridler (right), the airline's cargo sales manager in Zurich, while Angerame looks on with satisfaction and interest.



At Barnett International Forwarders: On top are (standing left to right): Campbell; Allan Barnett, BIF treasurer; Gus Barnett (no relation); Peoppler; McNiff. Seated: Norm Barnett, BIF vice president.

At Associated Merchandising Corp.: Charles Notar (seated), of Associated, compares notes with visiting TWAers (standing left to right) McNiff, Barnett, Peoppler, Campbell. Barnett is Londoner, Peoppler from Frankfurt; others are New York cargo figures.



At Frankel Associates: Doll, one of the items handled by Frankel, is displayed by Larry Gold of that firm, while Lou Minoia and Sal Lattaro, both TWA cargomen, refer to its adaptability to international air movement. Minoia is from Milan; Lattaro, N. Y.

AIR FORWARDER

Shippers' guide to domestic and international air freight forwarders registered with the Civil Aeronautics Board, and to cargo sales agents authorized by the International Air Transport Association to handle freight for carriage by the scheduled international airlines of the world.

AIR FORWARDER is published annually.

Price per copy: Thirty-five cents.

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Editorial

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United Kingdom Sales Representative
168A Greenford Road
Harrow, Middlesex, England



AIR FORWARDER is published by Import Publications, Inc., 10 Bridge Street, New York 4, N. Y., also publishers of: *Air Transportation*, *Air Shippers' Manual*, *Custom House Guide*, and *American Import & Export Bulletin*. Reprinting of any material appearing in the AIR FORWARDER is strictly forbidden.

10 BRIDGE ST., NEW YORK 4, N. Y.

Phone: WHitehall 4-2896

Cable: CUSTOGUIDE

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1960 EDITION

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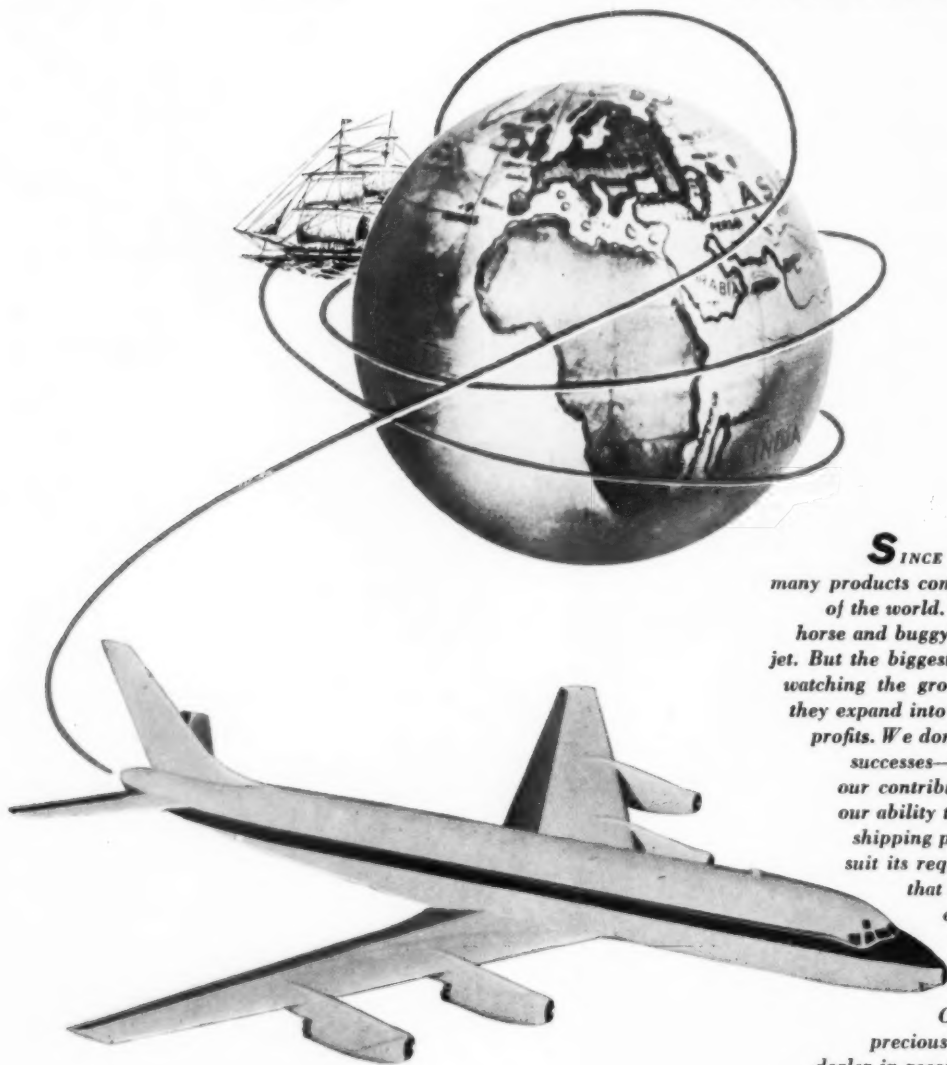
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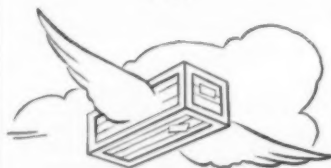
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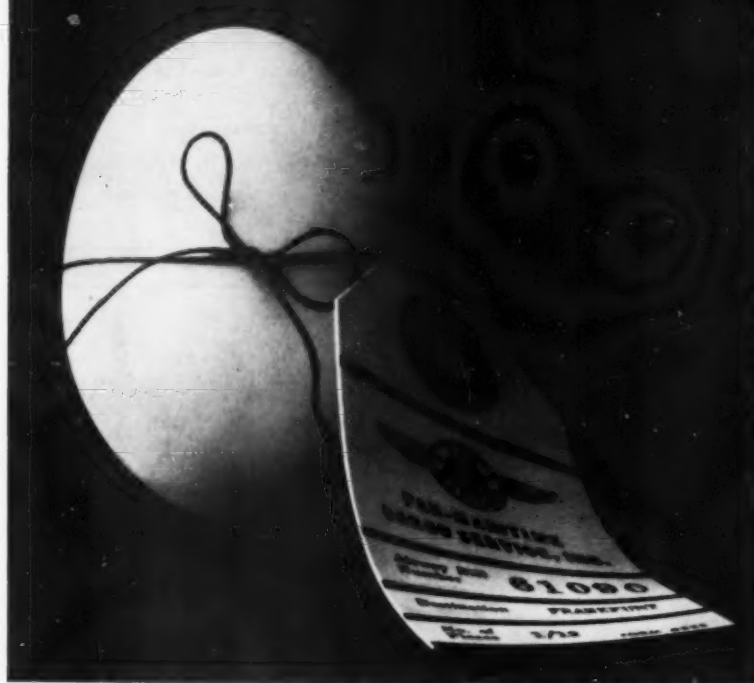
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CHICAGO, ILLINOIS
ABC International Inc.
1514 S. Canal St.
ACME AIR CARGO, INC.
1512 W. 63rd St.
(see advertisement)
AIR EXPRESS INTERNATIONAL
CORP.
6217 W. 63rd St.
Ludlow 5-1616/7/8
TWX: CG-2094
William A. Navigato, District
Manager
(see advertisement)
AIRBORNE FREIGHT CORP.
5500 W. 47th St.
REliance 5-8866
David Burke, District Manager
Thomas Kelly, District Sales
Manager
(see advertisement)

ALLTRANSPORT, INC.
327 S. La Salle Street
(see advertisement)

AMERICAN EXPRESS CO.
18 S. Michigan Avenue
(see advertisement)

ANDREWS & CO., D. C.
327 South La Salle Street
(see advertisement)

BERNACKI, INC., PETER A.
5100 W. 63rd St.
LU 2-7500
TWX CG 3517
(see advertisement)

Cosmos Shipping Co., Inc.
30 N. La Salle St.

DAVIES, TURNER & CO.
111 West Monroe Street
(see advertisement)

Freedman & Slater, Inc.
237 S. LaSalle St.
Global Air Cargo

120 S. Water St.
Inland Forwarding, Inc.
900 S. Wells St.

▲International Expeditors, Inc.
431 S. Dearborn Street
William H. Muller Shipping Corp.

327 S. LaSalle St.
North American Van Lines, Inc.
3221 N. Ashland Ave.

Pacific Air Freight, Inc.
2641 S. Whipple St.

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international service!

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NEW YORK OFFICE: 10 Bridge St., N.Y.C., Phone: Dighy 4-3220 to 3227 incl., Teletypes NY-1-3411U

NEW ORLEANS OFFICE: 904 Queen & Crescent Bldg., Phone: Magnolia 1463-66 incl., Teletypes N.O. 385

PHILADELPHIA OFFICE: Pier 3, North Delaware Ave., Walnut 5-9133

LOS ANGELES OFFICE: 406 South Main St., Madison 6-4361, Teletype LA-477

SAN FRANCISCO OFFICE: 596 Clay St., Phone: EXbrook 7-0277, Teletypes SF. 1152

HOUSTON OFFICE: 962 M & N Bldg., Phone: Capitol 2-1324, Teletypes HO. 236

BALTIMORE OFFICE: 1409 Thomas St., Phone: Broadway 6-1013

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via Air, Sea & Great Lakes

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424 W. Roosevelt

410 N. Milwaukee Ave.

(see advertisement)

Republic Intercoastal Corp.

608 S. Dearborn Ave.

Universal Transcontinental Corp.

327 S. LaSalle St.

United Van Lines, Inc.

970 W. Pershing Rd.

W. T. C. AIR FREIGHT

1093 W. Huron St.

CINCINNATI, OHIO

Inland Forwarding, Inc.

2nd & Smith Sts.

RAILWAY EXPRESS AGENCY, INC.

Findland & McLenn Ave.

(see advertisement)

CLEVELAND, OHIO

Airborne Coordinators Div. of The

A. W. Fenton Co.

Municipal Airport

▲Fenton Co., Inc., The A. W.

Society for Savings Bldg.

Inland Forwarding, Inc.

Public Square Bldg.

RAILWAY EXPRESS AGENCY, INC.

1325 St. Clair Ave.

(see advertisement)

SEAWAY FORWARDING CO.

834 Standard Bldg.

SU 1-7890

W. W. Zachman, President

L. R. Twitchell, Vice President

(see advertisement)

CLIFTON, NEW JERSEY

North American Van Lines, Inc.

Route 3 & Passaic Ave.

COLUMBUS, INDIANA

RAILWAY EXPRESS AGENCY, INC.

5th & Brown Sts.

(see advertisement)

COLUMBUS, OHIO

RAILWAY EXPRESS AGENCY, INC.

250 N. Fletcher St.

(see advertisement)

CORPUS CHRISTI, TEXAS

RAILWAY EXPRESS AGENCY, INC.

Belden & Tancagua Sts.

(see advertisement)

DALLAS, TEXAS

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CORP.

Box 35233, Love Field

Fleetwood 7-5710/7

Col. Frank L. Holmes, Director of

Government Traffic

T. A. Thompson, Operations

Manager

Lesler M. Barnes, Jr., Southwest

General Import Manager

Cloud Lane Air Cargo

Administration Bldg., Love Field

North American Van Lines, Inc.

2460 Irving Blvd.

RAILWAY EXPRESS AGENCY, INC.

515 S. Houston St.

(see advertisement)

DANVILLE, VIRGINIA

RAILWAY EXPRESS AGENCY, INC.

Southern Railway Station

(see advertisement)

DAVENPORT, IOWA

RAILWAY EXPRESS AGENCY, INC.

426 Harrison St.

(see advertisement)

DAYTON, OHIO

RAILWAY EXPRESS AGENCY, INC.

6th & Ludlow Sts.

(see advertisement)

DENVER, COLORADO

▲Denver Delivery Service Co.

8103 E. 39th Ave.

RAILWAY EXPRESS AGENCY, INC.

Express Annex, Union Terminal

(see advertisement)

DES MOINES, IOWA

North American Van Lines, Inc.

4044 E. 14th St.

RAILWAY EXPRESS AGENCY, INC.

2 Sixth Ave.

(see advertisement)

DETROIT, MICHIGAN

ACME AIR CARGO, INC.

115 Twelfth Street

(see advertisement)

AIR EXPRESS INTERNATIONAL

CORP.

Terminal Annex, Metropolitan Air-

port, Inkster, Mich.

Chestwood 8-2100

TWX: Romulus 692

John Pieran, Operations Manager

(see advertisement)

AIRBORNE FREIGHT CORP.

2515 Cass St.

Woodward 1-7780

Gordon Disley, District Manager

(see advertisement)

ANDREWS & CO., INC., D. C.

Book Bldg.

(see advertisement)

*Export-Import Service Co., Inc.

4000 W. Jefferson Ave.

▲Frishie Moving & Storage Co., A. O.

12811 Schaefer Rd.

Ivory Storage Co., Inc., John F.

8035 Woodward Ave.

JUDSON SHELDON INTERNATIONAL

Book Bldg.

(see advertisement)

RAILWAY EXPRESS AGENCY, INC.

2500 Newark

(see advertisement)

Universal Transcontinental Corp.

140 12th St.

DURHAM, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.

West End Union Station Bldg.

(see advertisement)

EAST HARTFORD, CONNECTICUT

Westfair Air Service, Inc.

Bradley Field, Windsor Locks

EL PASO, TEXAS

RAILWAY EXPRESS AGENCY, INC.

Union Passenger Station Annex

(see advertisement)

ELMONT, NEW YORK

▲John B. McCabe Agency, Inc.

4 Elmont Rd.

ERIE, PENNSYLVANIA

RAILWAY EXPRESS AGENCY, INC.

14th & Sansfrans

(see advertisement)

ERLANGER, KENTUCKY

Inland Forwarding Co.

Greater Cincinnati Airport

EULEFF, TEXAS

Allied Van Lines, Inc.

State Hwy. 157 & Pipeline Rd.

EVANSTON, ILLINOIS

RAILWAY EXPRESS AGENCY, INC.

2522 Green Bay Rd.

(see advertisement)

EVANSVILLE, INDIANA

RAILWAY EXPRESS AGENCY, INC.

201 Fulton Ave.

(see advertisement)

FAIRBANKS, ALASKA

Sig Wold Storage & Transfer

802 2nd Ave.

FALL RIVER, MASSACHUSETTS

RAILWAY EXPRESS AGENCY, INC.

170 Baylies St.

(see advertisement)

FLINT, MICHIGAN

RAILWAY EXPRESS AGENCY, INC.

310 14th St.

(see advertisement)

FLORENCE, SOUTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.

Railroad Depot

(see advertisement)

FORT WAYNE, INDIANA

ACME AIR CARGO, INC.

1600 South Harrison St.

(see advertisement)

North American Van Lines, Inc.

Meyer Rd. & Highway 30 E.

RAILWAY EXPRESS AGENCY, INC.

233 W. Baker St.

(see advertisement)

FORT WORTH, TEXAS

Cloud Lane Air Cargo

Wagoner Bldg.

RAILWAY EXPRESS AGENCY, INC.

T&P RR Passenger Station

(see advertisement)

FRESNO, CALIFORNIA

RAILWAY EXPRESS AGENCY, INC.

1705 Tulare St.

(see advertisement)

GLENDALE, CALIFORNIA

RAILWAY EXPRESS AGENCY, INC.

1950 W. Glen Oaks Blvd.

(see advertisement)

GRAND RAPIDS, MICHIGAN

RAILWAY EXPRESS AGENCY, INC.

235 S. Division Ave.

(see advertisement)

GREEN BAY, WISCONSIN

RAILWAY EXPRESS AGENCY, INC.

310 Dousman St.

(see advertisement)

GREENSBORO, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.

200 Echols St.

(see advertisement)

GREENVILLE, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.

817 Dickerson Ave.

(see advertisement)

GREENVILLE, SOUTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.

Southern RR Depot

(see advertisement)

HAPEVILLE, GEORGIA

AIRBORNE FREIGHT CORP.

708 Central Ave.

Poplar 1-7702

George Hest, District Manager

(see advertisement)

HARRISBURG, PENNSYLVANIA
RAILWAY EXPRESS AGENCY, INC.
101 S. 4th St.
(see advertisement)

HARTFORD, CONNECTICUT
RAILWAY EXPRESS AGENCY, INC.
510 Church St.
(see advertisement)

HIALEAH, FLORIDA
*Frontier Freight Forwarders, Inc.
1351 Flamingo Way

HOBOKEN, NEW JERSEY
RAILWAY EXPRESS AGENCY, INC.
DLA-W Terminal
(see advertisement)

HOLLYWOOD, CALIFORNIA
Dempsey & Ford
6707 Sunset Blvd.
Duncan Co., Bruce
7612½ Melrose Ave.
RAILWAY EXPRESS AGENCY, INC.
7165 Willoughby Ave.
(see advertisement)

HONOLULU, HAWAII
AIRBORNE FREIGHT CORP.
Bldg. 203—Int'l Airport
Jack Leong, Vice President
(see advertisement)
Air-Flu Express
525 Halekuwila Street
Hawaiian Freight Forwarders, Ltd.
Merchandise Mart, Box 3113

HOUSTON, TEXAS
ACME AIR CARGO, INC.
711 McKee St.
(see advertisement)
AIR EXPRESS INTERNATIONAL
CORP.

Box 12206, Int'l Airport
Mission 5-0654
TWX: HO-119
T. G. Hernandez, District
Manager

(see advertisement)
BEHRING SHIPPING CO.
M & M Bldg.
Capitol 2-1324
(see advertisement)

Dixie Forwarding Co., Inc.
Fidelity Bank & Trust Bldg.
Harle Forwarding Co., J. P.
1220 Texas Ave.

Houston Freight Forwarding Agents
Scanlan Bldg.

JUDSON SHELTON INTERNATIONAL
1305 Prairie Ave.
(see advertisement)

Loretz & Co.
Scanlan Bldg.
RAILWAY EXPRESS AGENCY, INC.
820 Washington Ave.
(see advertisement)
Republic Carloading & Distributing
Co., Inc.
2220 Commerce St.

*H. E. Schurig & Co.
701 Cotton Exchange Bldg.
Transglobal Corp.
Houston International Airport
Transoceanic Shipping Co.
Shell Bldg.

Universal Transcontinental Corp.
117 San Jacinto St.
Valron & Co., Inc.
Cotton Exchange Bldg.


*Zanes & Co., W. R.
Cotton Exchange Bldg.
Ziegler, Inc., H. L.
Cotton Exchange Bldg.

HUNTINGTON, WEST VIRGINIA
RAILWAY EXPRESS AGENCY, INC.
832 Seventh Ave.
(see advertisement)

INDIANAPOLIS, INDIANA
RAILWAY EXPRESS AGENCY, INC.
302 S. Illinois
(see advertisement)

INGLEWOOD, CALIFORNIA
*Herb B. Meyer & Co.
546 W. Beach Ave.

ISLA VERDE, PUERTO RICO
AIR EXPRESS INTERNATIONAL
CORP.
San Juan International Airport
Telephone: 9-1196
Frank C. Rubinan, Manager
(see advertisement)



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GO MORE SMOOTHLY
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F.M.B 417

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JACKSON, MICHIGAN
RAILWAY EXPRESS AGENCY, INC.
607 Elizabeth St.
(see advertisement)

JACKSONVILLE, FLORIDA
ALLIED AIR FREIGHT, INC.
1038 Willis Drive
(see advertisement)

*Herbert B. Moller
Atlantic Natl. Bank Bldg.
RAILWAY EXPRESS AGENCY, INC.
106 N. Myrtle Ave.
(see advertisement)

JAINESVILLE, WISCONSIN
RAILWAY EXPRESS AGENCY, INC.
518 Wall St.
(see advertisement)

JERSEY CITY, NEW JERSEY
RAILWAY EXPRESS AGENCY, INC.
Communipaw Terminal
(see advertisement)

JOHNSTOWN, PENNSYLVANIA
RAILWAY EXPRESS AGENCY, INC.
47 Walnut St.
(see advertisement)

KALAMAZOO, MICHIGAN
RAILWAY EXPRESS AGENCY, INC.
428 N. Rose
(see advertisement)

KANSAS CITY, MISSOURI
Air Cargo Terminals, Inc.
110 Richards Rd.
*RAILWAY EXPRESS AGENCY, INC.
2413 Broadway
(see advertisement)

KINSTON, NORTH CAROLINA
RAILWAY EXPRESS AGENCY, INC.
403 E. Caswell
(see advertisement)

KNOXVILLE, TENNESSEE
RAILWAY EXPRESS AGENCY, INC.
310 W. Depot St.
(see advertisement)

COMET FREIGHT SERVICE

IATA-Approved Air Cargo Agent
ICC-PUC Common Carrier
2751 E. Wardlaw Rd., Long Beach 7, Cal.
GARfield 7-7961 NEvada 6-7724

LANCASTER, PENNSYLVANIA
RAILWAY EXPRESS AGENCY, INC.
57 McGovern Ave.
(see advertisement)

LANSING, MICHIGAN
RAILWAY EXPRESS AGENCY, INC.
130 Pere Marquette Drive
(see advertisement)

LAWRENCE, MASSACHUSETTS
RAILWAY EXPRESS AGENCY, INC.
65 Merrimac Ave.
(see advertisement)

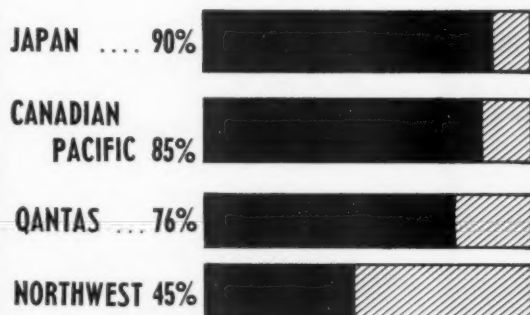
LITTLE ROCK, ARKANSAS
RAILWAY EXPRESS AGENCY, INC.
1400 W. Markham
(see advertisement)

LONG BEACH, CALIFORNIA
COMET FREIGHT SERVICE
2751 E. Wardlaw Rd.
GA 7-7961; NE 6-7724
R. W. Nielsen, Owner
George Leavell, Traffic Manager
Roy Mitchell, Sales Manager
(see advertisement)

LOS ANGELES, CALIFORNIA
ACME AIR CARGO, INC.
619 S. Main St.
(see advertisement)
AIR EXPRESS INTERNATIONAL
CORP.
5091 Avlon Drive
SPRING 6-2131/2/3/4
TWX: INGL-7246
R. D. Sellentin, District Manager
C. Gehring, Operations Manager
(see advertisement)
(Continued on Page 18)

of the International Airlines' U. S. Export Revenues with Air Freight Forwarders and Cargo Agents?

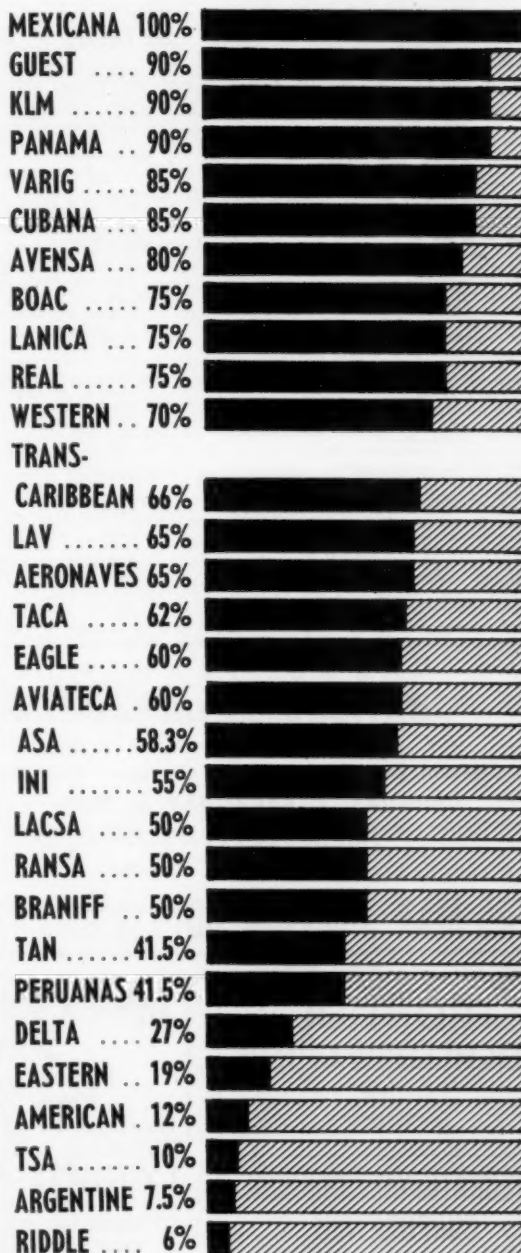
PACIFIC ***



***Statistics for Pan American not available.

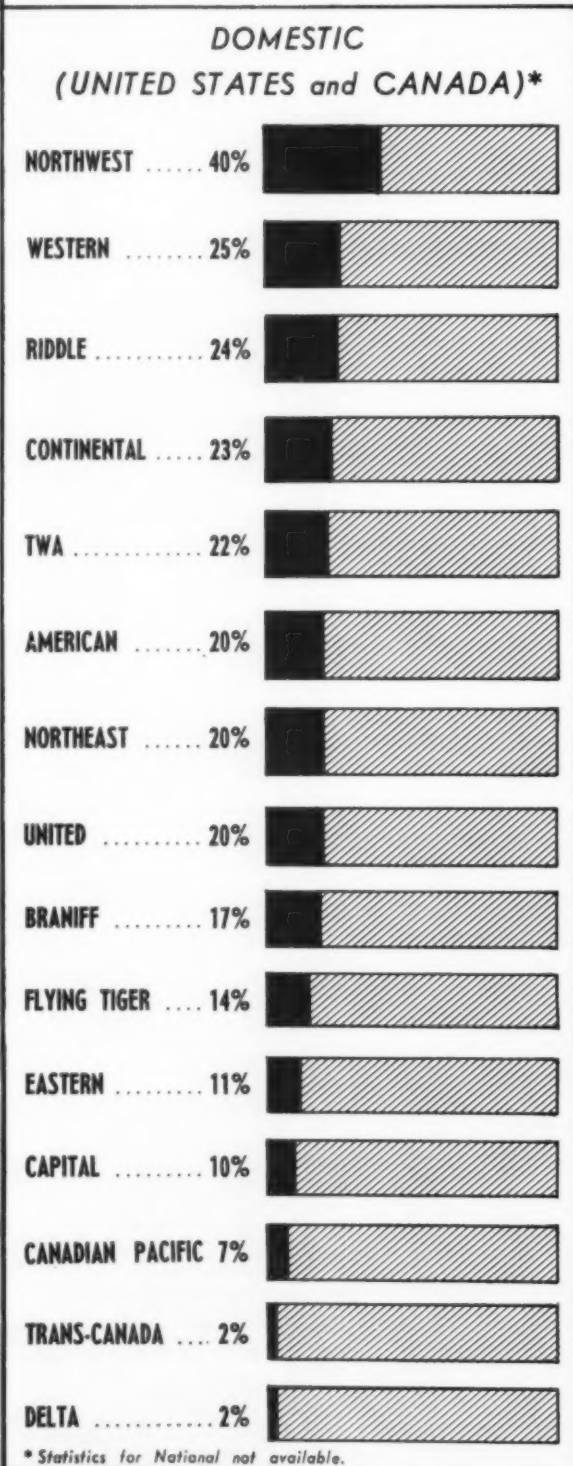
Note: Because of varying accounting procedures, certain of these statistics are estimated percentage figures.

LATIN AMERICAN and/or CARIBBEAN†

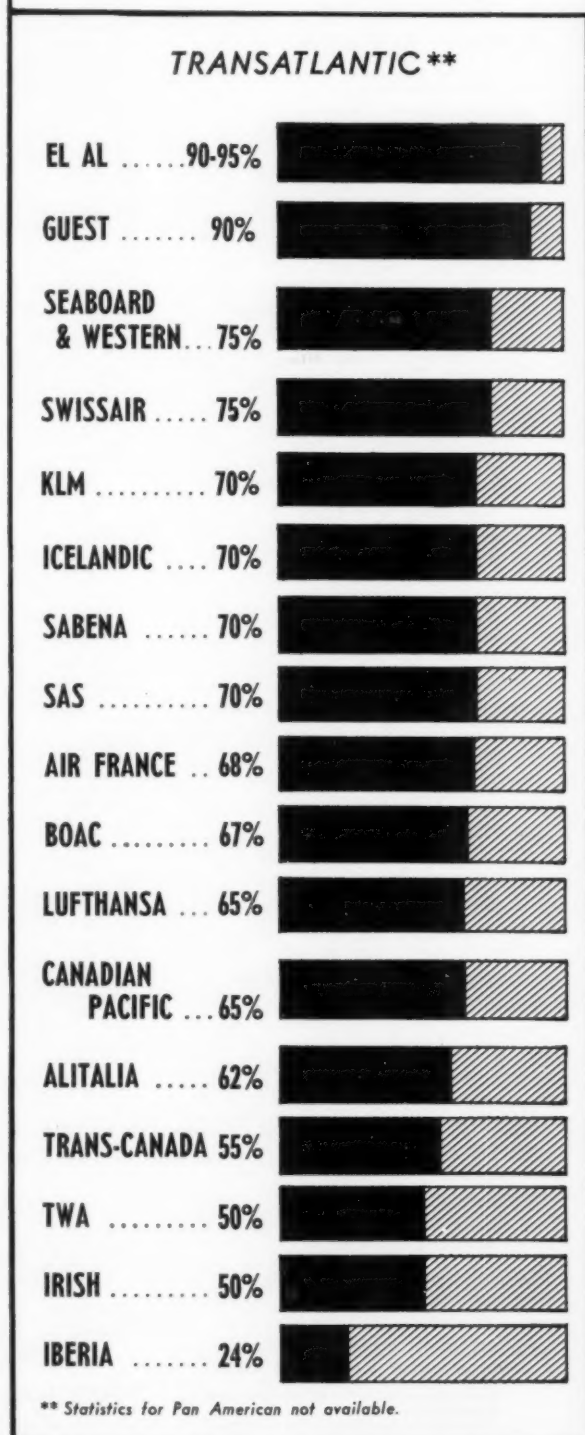


† Statistics for Pan American, Panagra, Avianca, and National not available

What Percentage of the Domestic Trunklines' Air Freight Revenues Originate with Air Freight Forwarders?



What Percentage Originate



Express Forwarding & Storage Co., Inc.

514-15 Chamber of Commerce Bldg.
▲Florida International Forwarders
5377 N.W. 36th St.

*FRONTIER FREIGHT FORWARDERS, INC.

P.O. Box 502, Int'l Airport
TU 8-3474

George W. B. Whitting, President
B. H. Valentine, Secretary-Treasurer

TWX: MM-56

(see advertisement)

Harvison International Forwarders
228 S.W. 2nd Ave.

Latin American Air Cargo Expeditors, Inc.

2137 N.W. 36th Street

Also: Concourse 5, Miami Int'l Airport

Matusek Shipping Co., Inc., Carl

Municipal Pier No. 5

*PAN-MARITIME CARGO SERVICE, INC.

20th St. Airport, Bldg. 502

TUxedo 8-7518

(see advertisement)

RAILWAY EXPRESS AGENCY, INC.

52 N. W. 9th St.

(see advertisement)

Rediker Air Cargo, Inc.

Cargo Terminal, Int'l Airport

Republic Intercocean Corp.

370 N. E. 75th St.

*Thompson Agency, Inc., Roland

68 N.W. 7th St.

Traeger Shipping Corp.

335 N.W. 3rd Ave.

*Transcarloading Corp.

Bldg. C-3, 36th St., P.O. Box 37

Transco International, Inc.

Bldg. C-3, International Airport

*UNITED FORWARDERS SERVICE

1718-19 Congress Bldg.

FR 1-5922

Sig M. Glukstad, Resident Agent

(see advertisement)

WITHERS VAN LINES OF MIAMI, INC.

1000 N.E. First Ave.

FR 1-7561

TWX: MN 470

Nell Miller, President

K. W. Callahan, Secretary-Treasurer

(see advertisement)

WORLD-WIDE SERVICES, INC.

East Cargo Bldg. No. 3, International Airport

(see advertisement)

MIAMI SPRINGS, FLORIDA

ALLIED AIR FREIGHT, INC.

4471 N.W. 36th St.

(see advertisement)

MIDLAND, MICHIGAN

RAILWAY EXPRESS AGENCY, INC.

Foot of Gordon St.

(see advertisement)

MILWAUKEE, WISCONSIN

RAILWAY EXPRESS AGENCY, INC.

527 N. 4th St.

600 N. Marshall

5300 S. Howell

(see advertisement)

Republic Intercocean Corp.

579 N. Milwaukee St.

MINNEAPOLIS, MINNESOTA

*Jensen, Inc., Norman G.

Metropolitan Life Bldg.

2nd Ave. S. & 3rd St.

National Carloading Corp.

714 Washington Avenue North

RAILWAY EXPRESS AGENCY, INC.

220 Great Northern Passenger Sta.

(see advertisement)

MOBILE, ALABAMA

RAILWAY EXPRESS AGENCY, INC.

Foot of Government St.

(see advertisement)

MOUNT VERNON, NEW YORK

RAILWAY EXPRESS AGENCY, INC.

NYC RR Station

(see advertisement)

MUSKEGON, MICHIGAN

RAILWAY EXPRESS AGENCY, INC.

576 Western

(see advertisement)

NASHVILLE, TENNESSEE

RAILWAY EXPRESS AGENCY, INC.

10th Ave. S. & McGaycock St.

(see advertisement)

This is Ed...



ED FERNANDEZ knows more about air freight than almost anyone we have ever known. He is the Manager of the Barr Shipping Co. office in Miami.

Ed can tell you about airlines and airline facilities any place in the world; how to route the shortest, fastest and cheapest way; he can expedite air shipment efficiently and with dispatch; handle customs and documentation regulations; your insurance—in short, he can save you money on your air shipments.

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Ed heads up a service which features Barr expeditors at all major airline freight terminals to insure immediate clearance of Barr's clients' shipments, a national teletype system to give immediate status reports, as well as complete air charter, ocean freight and custom entries departments.

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TUxedo 8-0094 Bell Teletype: MM-329

FMB-433 IATA Agents

NEW BEDFORD, MASSACHUSETTS

RAILWAY EXPRESS AGENCY, INC.

2 Willis St.

(see advertisement)

NEW HAVEN, CONNECTICUT

RAILWAY EXPRESS AGENCY, INC.

70 Union Ave.

(see advertisement)

NEW ORLEANS, LOUISIANA

ACME AIR CARGO, INC.

1550 Lafayette Street

(see advertisement)

AIR EXPRESS INTERNATIONAL

CORP.

Molsant International Airport

KENner 4-5581/2

TWX: KENN-427

L. J. McKenna, District Manager

(see advertisement)

Andrews & Co., Inc., D. C.

323 Chaires St.

BEHRING SHIPPING CO.

235 Balter Bldg.

Magnolia 1463-66

(see advertisement)

PETER A. BERNACKI, INC.

Molsant International Airport

KENner 4-2576

TWX KENN 06

(see advertisement)

Brand Dispatching Co.

2725 Paydras St.

Buchholz & Kuttruff, Inc.

104 Camp St.

EMERY AIR FREIGHT CORP.

Molsant Airport

(see advertisement)

Inland Forwarding, Inc.

Board of Trade Bldg.

▲International Express Co.

Queen & Crescent Bldg.

JUDSON SHELTON INTERNATIONAL

434 Canal St.

(see advertisement)

*Lusk Shipping Co.

Whitney Bank Bldg.

Magnolia Forwarding Co.

522 Gravier St.

RAILWAY EXPRESS AGENCY, INC.

1550 Julia St.

(see advertisement)

Republic Intercocean Corp.

501 N. Clairbourne Ave.

Registered by CAB

FMB No. 647

JAMES G. WILEY CO.

LICENSED CUSTOMS BROKERS
IATA AIR CARGO AGENTS

Airport Office:

P. O. Box 90008, Airport Station, Los Angeles 45, Calif.
Phone: SPring 6-2266

406 S. Main St., Los Angeles 13, California
Cable Address: WILE Phone: MAdison 8-8345

CARMICHAEL FORWARDING SERVICE

Authorized IATA Air Cargo Agent
FMB No. 713

406 S. Main St., Los Angeles 13, Calif.
Phone: MA 6-1341

FRANK P. DOW CO., INC.

CAB-Registered Forwarder
Authorized IATA Air Cargo Agent

354 S. Spring St., Los Angeles, Calif.
Phone: MAdison 6-0171
Offices in:
San Francisco, Portland, Ore., Seattle, Houston

Air-Land Freight Consolidators, Inc.

354 S. Spring St.

*AIR-SEA FORWARDERS, INC.

406 S. Main St.

MAdison 6-4361

Erwin Rautenberg, General Mgr.

(see advertisement)

AIRBORNE FREIGHT CORP.

440 S. Alameda St.

MAdison 6-0503

Larry Rodberg, Vice President

Peter Mentges, Asst. District

Manager

Robert Perranoud, Manager-

Int'l Dept.

(see advertisement)

Airgo International Corp.

440 S. Alameda

AMERICAN EXPRESS CO.

520 W. Seventh Street

(see advertisement)

*BARNETT INTERNATIONAL FOR-

WARDERS INC. OF CALIFORNIA

6364 Santa Monica Blvd.

(see advertisement)

BERNACKI, INC., PETER A.

5600 W. Century Blvd.

SPring 6-0080

TWX ENGL 4141

(see advertisement)

*Byrnes, W. J., & Co., Inc.

354 S. Spring St.

*CARMICHAEL FORWARDING

SERVICE

406 S. Main St.

R. F. Lazier, President

(see advertisement)

*DOW CO., INC., FRANK P.

354 S. Spring St.

MAdison 6-0171

William D. White, President

(see advertisement)

EMERY AIR FREIGHT CORP.

3100 S. Broadway

Richmond 7-7581

(see advertisement)

Global Air Cargo

1212 W. 2nd St.

Harper, Robinson & Co.

354 S. Spring St.

Honolulu Air Cargo

2425 Porter St.

*JUDSON SHELDON INTERNATIONAL

CORP.

426 S. Spring Street

(see advertisement)

*Loretz & Co.

108 W. 6th Street

*Moylan, John J.

354 S. Spring Street

North American Van Lines, Inc.

4760 Valley Blvd.

RAILWAY EXPRESS AGENCY, INC.

347 Alliao St.

(see advertisement)

Robb & Co., W. E.

426 S. Spring St.

Universal Transcontinental Corp.

426 S. Spring St.

W. T. C. Air Freight

1440 E. 5th St.

Waggoner, Robert L.

5600 W. Century Blvd.

WILEY, JAMES G.

406 S. Main St.

P.O. Box 90008

SPring 6-2266

James G. Wiley, Owner

William R. Fieding, General

Manager

C. A. Loomis, Manager-Air Div.

(see advertisement)

LOUISVILLE, KENTUCKY

RAILWAY EXPRESS AGENCY, INC.

800 S. 10th St.

(see advertisement)

LYNDHURST, NEW JERSEY

United Van Lines, Inc.

615 Ridge Rd.

MADISON, WISCONSIN

RAILWAY EXPRESS AGENCY, INC.

201 S. Blair St.

(see advertisement)

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F.M.B. 5

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RAILWAY EXPRESS AGENCY, INC.
1791 16th St.
(see advertisement)

OKLAHOMA CITY, OKLAHOMA

Air Cargo Consolidators, Inc.
Hangar 11, Will Rogers Field
AIR EXPRESS INTERNATIONAL
Hangar 3, Will Rogers Field
Mutual 5-7719
TWX: OC-420-X
G. R. Morrell, District Manager
(see advertisement)
RAILWAY EXPRESS AGENCY, INC.
915 S. Harvey
(see advertisement)

OMAHA, NEBRASKA

RAILWAY EXPRESS AGENCY, INC.
Union Passenger Station
(see advertisement)

OSHKOSH, WISCONSIN

RAILWAY EXPRESS AGENCY, INC.
443 Broad St.
(see advertisement)

PALO ALTO, CALIFORNIA

RAILWAY EXPRESS AGENCY, INC.
Sherman & Ash Sts.
(see advertisement)

PASADENA, CALIFORNIA

RAILWAY EXPRESS AGENCY, INC.
184 W. Walnut St.
(see advertisement)

PASSAIC, NEW JERSEY

RAILWAY EXPRESS AGENCY, INC.
1 Lexington
(see advertisement)

PATERSON, NEW JERSEY

RAILWAY EXPRESS AGENCY, INC.
35-61 Railway Ave.
(see advertisement)

PEORIA, ILLINOIS

RAILWAY EXPRESS AGENCY, INC.
32 Liberty St.
(see advertisement)

PERRYSBURG, OHIO

Hayes Forwarding Co.
123 Louisiana Ave.

PHILADELPHIA, PENNSYLVANIA

ACME AIR CARGO, INC.
Schneckmaxon St.
(see advertisement)
AIR EXPRESS INTERNATIONAL
CORP.
International Airport
92nd St. & Easington Ave.
Saratoga 6-8866
TWX: PH-292
E. Bogda, District Manager
(see advertisement)

AIRBORNE FREIGHT CORP.

International Airport
Saratoga 6-7600
Howard Osterhout, District
Manager

***PETER A. BERNACKI, INC.**

222 Spring Garden St.
Market 7-4315
Anthony P. Bernacki, Vice Pres.
(see advertisement)

***DAVIES, TURNER & CO.**

113 Chestnut Street
Walnut 5-3300
(see advertisement)

***Chas. Kurz Company**

115 Chestnut Street
RAILWAY EXPRESS AGENCY, INC.
30th & Walnut Sts.
(see advertisement)
JOHN A. STEER COMPANY
Bourse Bldg.
Walnut 2-6612
C. W. Moore, President
H. B. Callahan, Mgr. Air Division
(see advertisement)
Sustek Co., Paul
21 S. Fifth St.

PHOENIX, ARIZONA

RAILWAY EXPRESS AGENCY, INC.
401 W. Harrison St.
(see advertisement)

PITTSBURGH, PENNSYLVANIA

RAILWAY EXPRESS AGENCY, INC.
2500 Liberty Ave.
(see advertisement)

PORTLAND, OREGON

AIRBORNE FREIGHT CORP.
International Airport
Thomas Pittenger, District
Manager

(see advertisement)

North American Van Lines, Inc.
208 S.E. Oak St.

Pacific Air Freight, Inc.
423 N.E. 22nd Ave.

RAILWAY EXPRESS AGENCY, INC.
700 N. W. 5th Ave.
(see advertisement)

Williams Exporters
917 S.W. Oak St.

PROVIDENCE, RHODE ISLAND

RAILWAY EXPRESS AGENCY, INC.
Union Station
(see advertisement)

RALEIGH, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.
121 Seaboard Ave.
(see advertisement)

READING, PENNSYLVANIA

RAILWAY EXPRESS AGENCY, INC.
Reading Outer Station
(see advertisement)

REDWOOD, CALIFORNIA

RAILWAY EXPRESS AGENCY, INC.
40 Diller St.
(see advertisement)

RICHMOND, VIRGINIA

RAILWAY EXPRESS AGENCY, INC.
2047 W Broad St.
(see advertisement)

ROCHESTER, NEW YORK

ACME AIR CARGO, INC.
333 South Avenue
(see advertisement)
RAILWAY EXPRESS AGENCY, INC.
350 Clinton Ave. N.
(see advertisement)

DAVIES, TURNER & CO.

IATA Air Cargo Agents
Customs Brokers

113 Chestnut St. Philadelphia, Pa.
Walnut 5-3300
Other offices in NEW YORK CITY, BOSTON
and CHICAGO

JOHN A. STEER CO.

Authorized IATA Air Cargo Agent
Customs House Brokers

Bourse Bldg., Philadelphia 6, Pa.
Phone: Walnut 2-6612

ROCKFORD, ILLINOIS

RAILWAY EXPRESS AGENCY, INC.
315 S. Court St.
(see advertisement)

ROCKY MOUNT, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.
100 Raleigh Rd.
(see advertisement)

ROSEMEAD, CALIFORNIA

United Van Lines, Inc.
3154 N. Rosemead Blvd.

MARINE FORWARDING CO., INC.

Authorized IATA Air Cargo Agent

26 Broadway, New York 4, N. Y.
Phone: BOwling Green 9-5058

MOHEGAN INTERNATIONAL CORP.

IATA Air Cargo Agents

Custom House Brokers

17 State St. New York 4, N. Y.
BOwling Green 9-1383

OVERTON & CO.

Authorized IATA Air Cargo Agent

Customs Brokers

24 State St., New York 4, N. Y.
Phone: WHitehall 4-2933

PACIFIC AIR FREIGHT, INC.

Successors to

ACE AIR FREIGHT

Licensed CAB Domestic Forwarders

Approved IATA Agents

526 W. 25th St. New York, N. Y.
Phone: WA 4-4262

ROBERTS, REILLY & SONS

IATA Cargo Sales Agent

Customs Brokers

120-52 Queens Blvd., Kew Gardens 15, N. Y.
Phone: LIggett 4-2500

Schmidt, Pritchard & Co., Inc.

IATA Air Cargo Agents

Customs Brokers

27 Pearl St., New York 4, N. Y.
DIgby 4-8782

MILTON SNEDEKER CORPORATION

IATA Air Cargo Agents

44 Whitehall St., New York 4, N. Y.
Phone: BOwling Green 9-6770

UNITED STATES FORWARDING CORPORATION

IATA Authorized Sales Agent

Est. 1919

24 State St. New York 4, N. Y.
Phones: BOwling Green 9-8147-8-9

PENSON & COMPANY

Customs Brokers—International Forwarders



Airport Office:

AIR CARGO SERVICE BUILDING No. 80
IDLEWILD, NEW YORK INTERNATIONAL
AIRPORT, JAMAICA 30, LONG ISLAND,
NEW YORK

TELEPHONE: OLYMPIA 6-5544
CABLE: "PENSONAIR" NEW YORK

CUSTOMS BROKERS LICENSE No. 819
FEDERAL MARITIME BOARD No. 144

LONDON - SOUTHAMPTON - LIVERPOOL - GLASGOW - AMSTERDAM
PARIS - LYON - HAVRE - ANTWERP - BRUSSELS - ROTTERDAM
ROME - FLORENCE - LEGHORN - VENICE - COMO - GENOA
FRANKFURT - BREMEN - HAMBURG - ZURICH - BASLE - GENEVA
AND AGENTS IN OTHER PRINCIPAL CITIES OF THE WORLD

Head Office

11 BROADWAY • NEW YORK 4, N. Y.

Whitehall 3-6000

Cable Address "HARLOUPEN"

Teletype N Y I-3394 • TELEX N Y 2716

- *Progressive Forwarding, Inc.
24 Stone Street
- RAILWAY EXPRESS AGENCY, INC.
219 E. 42nd St.
525 W. 24th St.
39th St. & Northern Blvd., Long
Island City
Cargo Bldg. 80, Idlewild Airport,
Jamaica
(see advertisement)
- Rediker Air Cargo, Inc.
281 Church Street
- *Regal Shipping Corp.
24 Stone St.
- Reliable Shipping Co.
396 Broadway
- *Republic Intercoastal Corp.
64 Worth St.
- Riveredge Transportation & Storage
Co., Inc.
220 Third St., Brooklyn
- *ROBERTS, REILLY & SONS
120-82 Queens Blvd.
Liggett 4-2500
G. E. Roberts, Principal
- 1 (see advertisement)
- *H. W. ROBINSON & CO., INC.
55 Broadway
Whitehall 4-2010
James S. Rogers, President
Harry S. Keegan, Vice Presi-
dent-General Manager
George F. Kehm, Office Manager
(see advertisement)
- *ROHNER, GEHRIG & CO., INC.
78 Front Street
Bowling Green 9-6350
Fred Gurseler, President
Walter Haegger, Vice President
Henry Rothlisberger, Manager,
Air Freight Dept.
(see advertisement)
- S & C Forwarding Corp.
125 Broad St.
- *H. W. St. John & Co.
14 Pearl Street
- Santini Bros., Inc.
150 52nd St., Brooklyn
- *R. J. Saunders & Co., Inc.
24 Stone Street
- *Schenkers, Internat'l Forwarders, Inc.
44 Whitehall St.

- ASCHMIDT, PRITCHARD & CO., INC.
27 Pearl St.
Digby 4-8782
Edouard J. Lucas, President
Philip Barbieri, Vice President
(see advertisement)
- *Serra, Inc., Luigi
7 Water St.
- *Seven Seas Mercantile Transport Co.,
Inc.
15 Moore St.
Shipping Unlimited
11 Broadway
- *J. D. SMITH INTER-OCEAN, INC.
53 Broadway
Bowling Green 9-2330
Cargo Bldg. 80, Idlewild Airport,
Jamaica
OLYMPIA 6-5870
Alfred Guttman, President
Bert Guttman, Vice President
Lionel de Pass, Assistant Vice
President
(see advertisement)
- W. O. Smith & Co., Inc.
35 Water Street
- *MILTON SNEDEKER CORP.
44 Whitehall Street
Bowling Green 9-0770
Milton Snedeker, President
Lloyd Snedeker, Treasurer-Gen-
eral Manager
(see advertisement)
- Steven Shipping Co.
38 South St.
- *Stockhelmer & Harder
25 Broadway
Terramar Shipping Co.
15 Moore Street
- Thomson, Jacobs & Moran, Inc.
42 Broadway
- *Tice & Lynch, Inc.
21 Pearl Street
- Tidewater Forwarding Co., Inc.
350 Broadway
- TRANS-AIR SYSTEM, INC.
51 Hudson St.
Digby 9-2055
T. Arisohn, Executive Manager
E. O. Swanson, Traffic Manager
(see advertisement)

- Transco International, Inc.
788 Sixth Avenue
Transworld International Service Co.
333 West 52nd Street
- *Trans-World Shipping Corp.
44 Whitehall St.
- *Triangle Forwarding Corp.
125 Broad St.
- *United Forwarders Service
51 Beaver Street
- *UNITED STATES FORWARDING
CORP.
24 State St.
Bowling Green 9-8147-S-9
Donald G. Braton, President
Marvin M. Hirsch
Traffic Manager
T. Suss, Manager
(see advertisement)
- *Universal Transcontinental Corp.
325 Spring St.
- *Uno Shipping Co., Inc.
50 New St.
- *Unsworth & Co., Inc.
26 Broadway
Valron & Co., Inc.
745 Fifth Ave.
19 Rector St.
- *Vandegrift Forwarding Co., Inc.
29 Broadway
Van Oppen & Co., Inc.
10 Bridge St.
- *WEDEMANN & GODKNECHT, INC.
3 State Street
Bowling Green 9-2141
(see advertisement)
- Whitehall Shipping Co.
11 Stone St.
- Wilson's American Co., Inc.
82 Wall Street
- *Wolf & Gerber, Inc.
27 William Street
- *J. B. Wood Shipping Co., Inc.
30 Whitehall St.
- *World Wide Freight Forwarding Co.
491 Broadway
- World-Wide Services, Inc.
23 Jacob St.
- *Daniel F. Young, Inc.
44 Whitehall Street
Young & Glenn, Inc.
26 Broadway

C.A.B. REGISTERED INTERNATIONAL AIR FREIGHT FORWARDERS

TRANS-AIR SYSTEM INC.

AIR CARGO TERMINALS

MANHATTAN
51 HUDSON STREET
NEW YORK 13, N. Y.
DI 9-2055

IDLEWILD AIRPORT
153-41 ROCKAWAY BLVD.
JAMAICA 34, N. Y.
LA 7-5700

NEWARK AIRPORT
CARGO BLDG. 150
NEWARK, NEW JERSEY
MA 4-7077

Cable Address: TASFRAT, NEW YORK

CLASSIFICATION AND EXEMPTION OF DOMESTIC AND INTERNATIONAL AIR FREIGHT FORWARDERS

The Civil Aeronautics Board has under consideration certain amendments to Parts 296 and 297 of the Economic Regulations which would require the use of only a single application form for both domestic and international air freight forwarders.

An Explanatory Statement of the main features of the proposed regulation and amendments follows below. The amendments are proposed under authority of Sections 204(a) and 416 of the Federal Aviation Act (72 Stat. 743, 771; 49 U.S.C. 1324, 1386).

Explanatory statement. The Civil Aeronautics Board herein proposes the issuance of a new application form applicable to both air freight forwarders and international air freight forwarders. At the present time, there is a prescribed form for the use of persons applying as air freight forwarders (CAB Form 351). However, for those persons applying as international air freight forwarders there is no application form, but rather only a list of information required of them as set forth in § 297.32 of Part 297.

It is felt that the use of a single application form would establish a more uniform application system and would allow for the handling of applications in a much more efficient and expeditious manner and be thereby beneficial to the air freight forwarder industry.

The new application form would primarily call for the same information as is now required of applicants. It would, however, call for more disclosure than is presently required in regard to such items as: (1) Affiliates, (2) past transportation activities, (3) an applicant's operating authority or registration granted by other agencies of the United States Government, (4) agreements concerning transportation activities of which applicant is a participant, and (5) the experience of the applicant's officers, managers and key personnel in the transportation field. The new form would also require the submission of a Profit and Loss Statement covering a twelve-month period ending not more than three months prior to the date of application. (Presently, air freight forwarders have the three-month limitation; international forwarders, six months.) It would also require that a Balance Sheet be submitted as of a date not more than three months prior to the date of application.

Though the new application form calls for fuller disclosure on the part of applicants, it is not believed that it

would create any new or additional burden for an applicant since the bulk of the information sought is currently elicited through conferences and correspondence. Consequently, the Board feels the use of the new application form with its broader span of information will make the regulation of this segment of the aviation industry more efficient and effectual.

Proposed rule. It is proposed to amend Part 296 of the Economic Regulations (14 CFR Part 296) as follows:

1. By amending § 296.42 to read as follows:

§ 296.42 Application for issuance.

(a) **Application form.** Any person, other than those specified in § 296.43 (a), desiring to operate as an air freight forwarder may apply to the Board for an appropriate Operating Authorization. Such an applicant shall execute in duplicate, an "Application for Operating Authorization as an Air Freight Forwarder" (CAB Form 351).¹ The application shall be certified by a responsible official of such carrier and shall contain the following information: (1) Date; (2) name of applicant, trade names, and name in which authorization is to be issued; (3) address of principal office and mailing address; (4) form of organization (i.e. corporation, partnership, etc.), state under whose laws company is authorized to operate, and date company formed; (5) a list containing the names of each officer, director, partner, owner, or member of applicant, and holder of 5% or more of its outstanding stock if a corporation, or owner of 5% or more of the company if other than a corporation; an indication as to whether or not 75% of the voting interest is owned or controlled by citizens of the United States or one of its possessions; if 5% or more of applicant's stock is held by a corporation an indication must be made as to whether or not 75% of the voting interest of such corporation is owned or controlled by citizens of the United States or one of its possessions; (6) a description of current business activities and of former business experience in, or related to, the transportation field; (7) description of operating authority granted applicant by agencies of the United States Government (such as that of surface freight forwarder, motor carrier, etc.) and, if applicable, reasons for revocation or other termination; (8) totals of cargo tonnage handled during past year, the capacity of the applicant (as agent of carrier, agent of shipper, as direct carrier, etc.), and means of transportation (air, truck, rail, etc.); (9) an indication as to whether applicant is cargo sales agent;

affiliations, commissions and agreements of the past year in this regard; (10) list of names of parties, effective dates, operating areas, nature and terms, of any oral or written agreements, contracts, or working arrangements concerning transportation activities to which applicant is a party; (11) list of domestic and international points served and proposed to be served; list of offices, agents, etc., at points served and proposed to be served; (12) description of proposed services and specializations and an indication as to whether or not owners or affiliates will use the applicant's proposed air freight forwarding services; (13) list of names of the officers, owners, etc., of applicant who have at any time applied for any type of authority or registration from the Civil Aeronautics Board and, if applicable, reasons for revocation or other termination; (14) list of officers, managers, etc., of applicant who have at any time been employed by or associated with any air carrier authorized to operate by the Civil Aeronautics Board indicating dates of employment and capacity in which employed; also a list of officers, owners, etc., of applicant who were connected in any way with any air freight forwarder, non-certificated carrier, etc., which had its operating authority revoked or suspended during the time of that connection; (15) description of experience of applicant's officers, managers and key personnel in transportation activities qualifying them for air freight forwarder operations; (16) a detailed description of any affiliated companies, their activity, operating authority, points served, total cargo tonnage handled during past full calendar year, agency relationships, agreements concerning transportation activity to which affiliate is a party, and integration between applicant and affiliates; (17) any additional information as desired in support of applications; (18) Profit and Loss Statement (ending as of date of Balance Sheet); Balance Sheet, as of a date not more than three months prior to application; list of terminal facilities and automotive equipment owned or leased; Certificate of Insurance (CAB Form 350) or a statement of qualification as a self-insurer (filing of a certificate of insurance may be postponed until later notification); sample of proposed air waybill; report of ownership of stock and other interests (CAB Form 2786) by each officer, director, member, partner or owner of applicant; for each affiliate, a Profit and Loss Statement (ending as of date of Balance Sheet) and Balance Sheet, as of a date not more than three months prior to application; organizational chart, diagram of intercompany ownership and interlocking relationships, annotated to show percentages of stock holdings, officers, directors, members, partners and owners in each company; plus a brief account of any

¹ Form filed as part of the original document.

WESTWOOD, NEW JERSEY

Riteway Express, Inc.
491 Broadway

WHEELING, WEST VIRGINIA

RAILWAY EXPRESS AGENCY, INC.
1704 Market St.
(see advertisement)

WICHITA, KANSAS

RAILWAY EXPRESS AGENCY, INC.
726 E. Waterman
(see advertisement)
United Van Lines, Inc.
1040 S. Santa Fe

WILMINGTON, DELAWARE

RAILWAY EXPRESS AGENCY, INC.
Front & Walnut Sts.
(see advertisement)

WILSON, NORTH CAROLINA

RAILWAY EXPRESS AGENCY, INC.
412 E. Nash St.
(see advertisement)

WINDSOR LOCKS, CONN.

Air Cargo Consolidators, Inc.
W. Spring St.

WORCESTER, MASSACHUSETTS

RAILWAY EXPRESS AGENCY, INC.
7 Washington Square
(see advertisement)

YORK, PENNSYLVANIA

RAILWAY EXPRESS AGENCY, INC.
44 E. North St.
(see advertisement)

YOUNGSTOWN, OHIO

RAILWAY EXPRESS AGENCY, INC.
551 Mahoning Ave.
(see advertisement)

SACRAMENTO, CALIFORNIA
RAILWAY EXPRESS AGENCY, INC.
5th & I Sts.
(see advertisement)

ST. LOUIS, MISSOURI
Air Cargo Terminals, Inc.
Lambert Field
RAILWAY EXPRESS AGENCY, INC.
1730 Clark Ave.
(see advertisement)
United Van Lines, Inc.
7808 Maplewood Industrial Court

ST. PAUL, MINNESOTA
RAILWAY EXPRESS AGENCY, INC.
290 E. Kellogg Bldg.
(see advertisement)

SALT LAKE CITY, UTAH
RAILWAY EXPRESS AGENCY, INC.
15 N. 3rd W.
(see advertisement)

SAN ANTONIO, TEXAS
ACME AIR CARGO, INC.
410 Probandt St.
(see advertisement)
RAILWAY EXPRESS AGENCY, INC.
220 Hoefgren
(see advertisement)

SAN DIEGO, CALIFORNIA
Cantu, Cesar A.
Broadway Pier Bldg.
RAILWAY EXPRESS AGENCY, INC.
1100 Kettner Blvd.
(see advertisement)
San Diego Traffic Services
10th Ave. Terminal

SAN FRANCISCO, CALIFORNIA
ACME AIR CARGO, INC.
Ferry Bldg.
(see advertisement)
Air Expediting Co.
149 California Street
AIR EXPRESS INTERNATIONAL
CORP.
Air Cargo Bldg. No. 3
San Francisco Int'l Airport
PLaza 5-7538
TWX: 88F-5975
Roger Kolda, District Manager
(see advertisement)
Air Land Freight Consolidators, Inc.
226 Jackson St.

AIRBORNE FREIGHT CORP.
International Airport
Juniper 5-4321
John D. McPherson, President
Howard C. Rolfe, Vice President
George Ryan, Vice President-Traffic
Donald Babcock, Treasurer
Robert Percy, Claims Manager
Dal Sherman, Regional Manager
William Attkin, District Manager
Lee Bright, District Sales Manager
(see advertisement)

Alrco International Corp.
500 Battery Street
AMERICAN EXPRESS CO., INC.
253 Post Street
(see advertisement)

BERNACKI, INC., PETER A.
Wings & Wheels Bldg.
International Airport
(see advertisement)

*Byrnes & Co., Inc., W. J.
409 Washington Street
EMERY AIR FREIGHT CORP.
International Airport
Juno 8-5433
(see advertisement)

Global Air Cargo
420 Market St.
*Harper, Robinson & Co.
510 Battery Street
International Expeditors, Inc.
461 Market St.

JUDSON SHELDON INTERNATIONAL
41 California Street
(see advertisement)

Loretz & Co.
210 California Street
*Oceanic Forwarding Co.
596 Clay Street

RAILWAY EXPRESS AGENCY, INC.
International Airport
(see advertisement)
Universal Transcontinental Corporation

420 Market Street
W. T. C. Air Freight
635 8th St.

WORLD-WIDE SERVICES, INC.
149 California Street
(see advertisement)

SAN JOSE, CALIFORNIA
RAILWAY EXPRESS AGENCY, INC.
91 Cahill St.
(see advertisement)

SAN JUAN, PUERTO RICO
AIR EXPRESS INTERNATIONAL
CORP.
(see Isla Verde)
Porto Rican Express Co.
600 Express Street

SANTA MONICA, CALIFORNIA
RAILWAY EXPRESS AGENCY, INC.
1726 Colorado Ave.
(see advertisement)

SANTURCE, PUERTO RICO
Valencia Baxt Express, Inc.
Ave. Fernandez Juncos 633

SAVANNAH, GEORGIA
RAILWAY EXPRESS AGENCY, INC.
141 Whitaker St.
(see advertisement)

SCRANTON, PENNSYLVANIA
RAILWAY EXPRESS AGENCY, INC.
50 Lackawanna Ave.
(see advertisement)

SEATTLE, WASHINGTON
ACME AIR CARGO, INC.
1901 Utah Ave.
(see advertisement)

AIRBORNE FREIGHT CORP.
Tacoma Airport
Mutual 3400
H. M. Sullivan, District Manager
(see advertisement)

Allied Van Lines, Inc.
100 Eastlake
Byrnes & Co. of N. Y., Inc., W. J.
6644 White—Henry Stuart Bldg.

EMERY AIR FREIGHT CORP.
2900 E. Marginal Way
Cherry 4-2882
(see advertisement)

*Jensen, Inc., Norman G.
75 Marion Street
Pacific Air Freight Inc.
Box 444, Seattle-Tacoma Airport
RAILWAY EXPRESS AGENCY, INC.
King St. Terminal
(see advertisement)

SECAUCUS, NEW JERSEY
Allied Van Lines, Inc.
535 Secaucus Rd.

SHREVEPORT, LOUISIANA
RAILWAY EXPRESS AGENCY, INC.
828 Snow St.
(see advertisement)

SIoux CITY, IOWA
RAILWAY EXPRESS AGENCY, INC.
610 2nd St.
(see advertisement)

SOUTH BEND, INDIANA
RAILWAY EXPRESS AGENCY, INC.
506 W. South
(see advertisement)

SPOKANE, WASHINGTON
RAILWAY EXPRESS AGENCY, INC.
408 W. Trent Ave.
(see advertisement)

SPRINGFIELD, ILLINOIS
RAILWAY EXPRESS AGENCY, INC.
220 N. 6th St.
(see advertisement)

SPRINGFIELD, MASSACHUSETTS
RAILWAY EXPRESS AGENCY, INC.
31 Liberty St.
(see advertisement)

SPRINGFIELD, MISSOURI
RAILWAY EXPRESS AGENCY, INC.
351 N. Main St.
(see advertisement)

SPRINGFIELD, OHIO
RAILWAY EXPRESS AGENCY, INC.
22 S. Spring St.
(see advertisement)

SPRINGFIELD, VERMONT
RAILWAY EXPRESS AGENCY, INC.
95 Mineral St.
(see advertisement)

STAMFORD, CONNECTICUT
Westfair Air Service, Inc.
31 Victory Street

STOCKTON, CALIFORNIA
RAILWAY EXPRESS AGENCY, INC.
930 E. Weber St.
(see advertisement)

SYRACUSE, NEW YORK
RAILWAY EXPRESS AGENCY, INC.
400 Burnet Ave.
(see advertisement)

TACOMA, WASHINGTON
RAILWAY EXPRESS AGENCY, INC.
Union Depot
(see advertisement)

TAMPA, FLORIDA
GULF INTERNATIONAL AIR CARGO
AGENCIES
416 Tampa St.
Phone: 2-3340
TWX: TP-5029

Thomas H. Brady, President
Frances W. Brady, Vice
President-Treasurer
W. S. Webb, Import Manager
S. G. Whitlow, Export Manager
(see advertisement)
RAILWAY EXPRESS AGENCY, INC.
614 Union Station St.
(see advertisement)

TERRE HAUTE, INDIANA
RAILWAY EXPRESS AGENCY, INC.
Union Station
(see advertisement)

TETERBORO, NEW JERSEY
Alrways Air Freight International
Teterboro Airport

TOLEDO, OHIO
Inland Forwarding, Inc.
Ottawa & Washington
National Carloading Corp., Judson
Sheldon Div.
368 S. Erie St.

RAILWAY EXPRESS AGENCY, INC.
341 Emerald Ave.
(see advertisement)

TOPEKA, KANSAS
RAILWAY EXPRESS AGENCY, INC.
517 Holiday
(see advertisement)

TRENTON, NEW JERSEY
RAILWAY EXPRESS AGENCY, INC.
72 S. Clinton Ave.
(see advertisement)

TULSA, OKLAHOMA
RAILWAY EXPRESS AGENCY, INC.
7 S. Main St.
(see advertisement)
Tulsa Crating Company
619 S. Rockford

UTICA, NEW YORK
RAILWAY EXPRESS AGENCY, INC.
Union Station
(see advertisement)

WASHINGTON, D. C.
AIR EXPRESS INTERNATIONAL
CORP.

Washington National Airport
Executive 3-5400
Col. Roy A. Davidson, Manager
(see advertisement)

Associated Shipping Agencies
1511 K Street N.W.
Federal Storage Co.
1701 Florida Ave.

North American Van Lines, Inc.
1801 New York Ave.
RAILWAY EXPRESS AGENCY, INC.
2nd & I Sts. N. E.
(see advertisement)

Wall, Robert H.
1404 New York Ave., N.W.

WATERBURY, CONNECTICUT
RAILWAY EXPRESS AGENCY, INC.
New Haven Passenger Station
(see advertisement)

WEST TRENTON, NEW JERSEY
Harbourt, H. A.
Bldg. 7, Mercer County Airport
(Concluded at bottom of page 27)

GULF INTERNATIONAL AIR CARGO AGENCIES

Division of
ATLANTIC-GULF SHIPPING, INC.
Air Cargo Agents • Steamship Agents
416 Tampa St. Tampa 2, Florida
Tel. 2-3340 Cable: GIACA TWX: TP-8029

arrangement by which applicant will have available financial sources and facilities of other companies or individuals.

(b) **Additional Information.** The applicant shall also submit such other additional information pertinent to its proposed activities as may be requested by the Board with respect to any individual application.

It is proposed to amend Part 297 of the Economic Regulations (14 CFR Part 297) as follows:

1. By amending § 297.32 to read as follows:

§ 297.32 Application for issuance.

(a) **Application form.** Any person, other than those specified in § 297.33, desiring to operate as an international air freight forwarder may apply to the Board for an appropriate Operating Authorization. Such an applicant shall execute in duplicate an "Application for Operating Authorization as an International Air Freight Forwarder" (CAB Form 351).¹ The application shall be certified by a responsible official of such carrier and shall contain the following information: (1) Date; (2) name of applicant, trade names, and name in which authorization is to be issued; (3) address of principal office and mailing address; (4) form of organization (i.e., corporation, partnership, etc.), state under whose laws company is authorized to operate, and date company formed; (5) a list containing the names of each officer, director, partner, owner, or member of applicant, and holder of 5% or more of its outstanding stock if a corporation, or owner of 5% or more of the company if other than a corporation; an indication as to whether or not 75% of the voting interest is owned or controlled by citizens of the United States or one of its possessions; if 5% or more of applicant's stock is held by a corporation an indication must be made as to

whether or not 75% of the voting interest of such corporation is owned or controlled by citizens of the United States or one of its possessions; (6) a description of current business activities and of former business experience in, or related to, the transportation field; (7) description of operating authority granted applicant by agencies of the United States Government (such as that of surface freight forwarder, motor carrier, etc.) and, if applicable, reasons for revocation or other termination; (8) totals of cargo tonnage handled during past year, the capacity of the applicant (as agent of carrier, agent of shipper, as direct carrier, etc.), and means of transportation (air, truck, rail, etc.); (9) an indication as to whether applicant is cargo sales agent; affiliations, commissions and agreements of the past year in this regard; (10) list of names of parties, effective dates, operating areas, nature and terms, of any oral or written agreements, contracts, or working arrangements concerning transportation activities to which applicant is a party; (11) list of domestic and international points served and proposed to be served; list of offices, agents, etc., at points served and proposed to be served; (12) description of proposed services and specializations and an indication as to whether or not owners or affiliates will use the applicant's proposed air freight forwarding services; (13) list of names of the officers, owners, etc., of applicant who have at any time applied for any type of authority or registration from the Civil Aeronautics Board and, if applicable, reasons for revocation or other termination; (14) list of officers, owners, etc., of applicant who have at any time been employed by or associated with any air carrier authorized to operate by the Civil Aeronautics Board indicating dates of employment and capacity in which employed; also a list of officers, owners, etc., of applicant who were connected in any way with any air freight forwarder, non-certificated

carrier, etc., which had its operating authority revoked or suspended during the time of that connection; (15) description of experience of applicant's officers, managers and key personnel in transportation activities qualifying them for air freight forwarder operations; (16) a detailed description of any affiliated companies, their activity, operating authority, points served, total cargo tonnage handled during past full calendar year, agency relationships, agreements concerning transportation activity to which affiliate is a party, and integration between applicant and affiliates; (17) any additional information as desired in support of applications; (18) Profit and Loss Statement (ending as of date of Balance Sheet); Balance Sheet as of a date not more than three months prior to application; list of terminal facilities and automotive equipment owned or leased; Certificate of Insurance (CAB Form 350) or statement of qualification as a self-insurer (filing of a certificate of insurance may be postponed until later notification); sample of proposed air waybill; report of ownership of stock and other interests (CAB Form 2786) by each officer, director, member, partner or owner of applicant; for each affiliate, a Profit and Loss Statement (ending as of date of Balance Sheet) and Balance Sheet, as of a date not more than three months prior to application; organizational chart, diagram of inter-company ownership and interlocking relationships, annotated to show percentages of stock holdings, officers, directors, members, partners and owners in each company; plus a brief account of any arrangement by which applicant will have available financial sources and facilities of other companies or individuals.

(b) **Additional information.** The applicant shall also submit such other additional information pertinent to its proposed activities as may be requested by the Board with respect to any individual application.

¹ Form filed as part of the original document.

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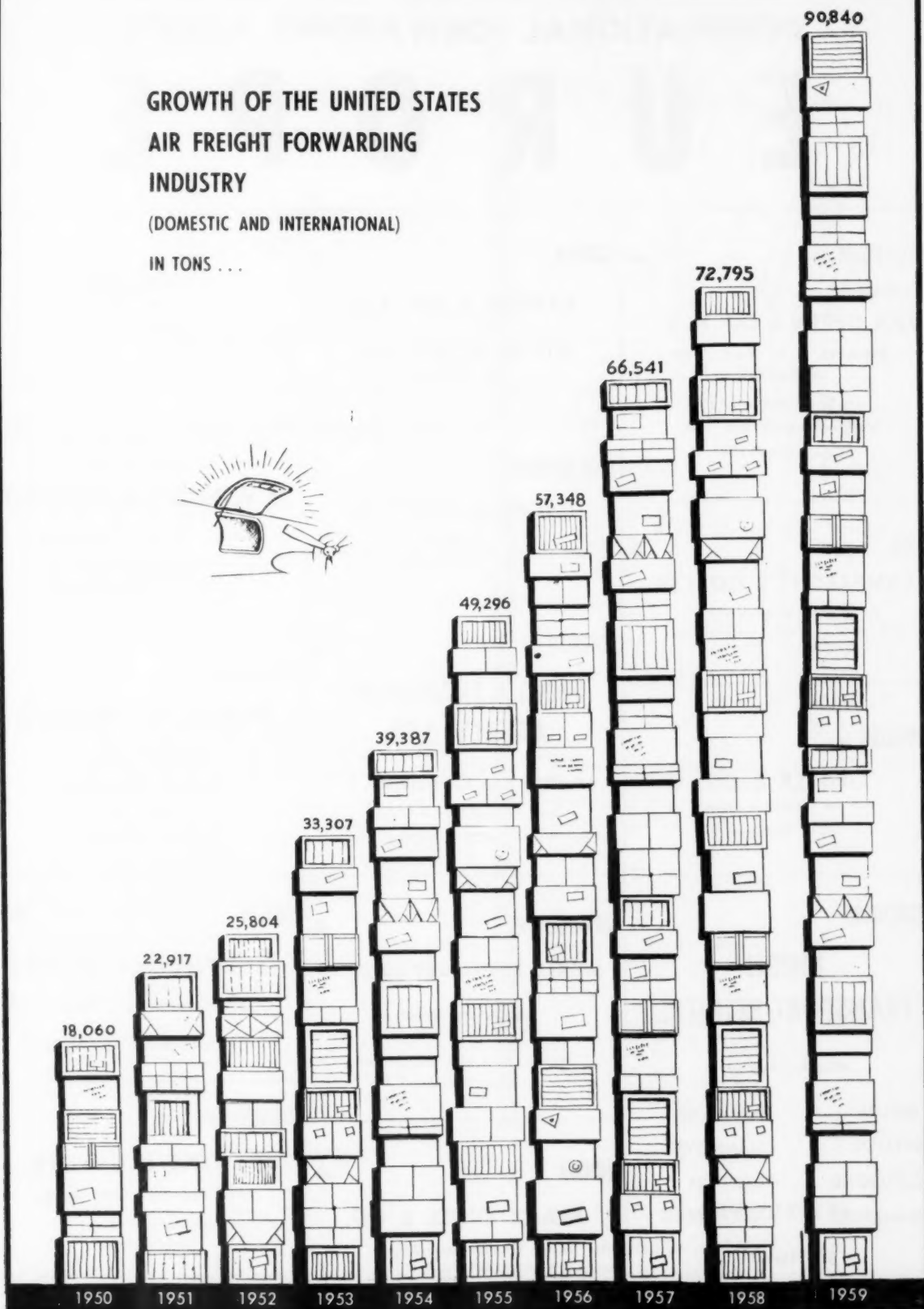
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AIR CARGO: FOURTH QUARTER

Statistics covering freight and express flown by the scheduled combination, all-cargo and helicopter airlines of the United States during the comparable fourth quarters of 1958 and 1959.

REVENUE TON-MILES OF FREIGHT CARRIED

	4th Quarter 1958	4th Quarter 1959	Percent of Change
Domestic Trunklines	66,075,000	77,300,000	+17.0
Local Service Airlines	641,000	903,000	+40.9
Territorial Airlines	394,000	448,000	+13.7
Helicopter Airlines	2,000	2,000	
International & Overseas Airlines	36,279,000 ²	44,433,000 ³	+22.5
Alaskan Airlines	1,885,000 ²	1,853,000 ²	-1.7
All-Cargo Airlines*	35,811,000 ¹	37,881,000 ¹	+5.8
Consolidated Industry	141,087,000 ³	162,820,000 ³	+15.5

REVENUE TON-MILES OF EXPRESS CARRIED

Domestic Trunklines	13,053,000	14,206,000	+8.8
Local Service Airlines	554,000	608,000	+9.7
Helicopter Airlines	9,000	12,000	+33.3
All-Cargo Airlines*	530,000	344,000	-35.1
Consolidated Industry	14,146,000	15,170,000	+7.2

OPERATING REVENUES—FREIGHT

Domestic Trunklines	\$15,781,000	\$18,296,000	+15.9
Local Service Airlines	340,000	516,000	+51.8
Territorial Airlines	201,000	240,000	+19.4
Helicopter Airlines	9,000	10,000	+11.1
International & Overseas Airlines	12,416,000 ²	14,089,000 ²	+13.5
Alaskan Airlines	748,000 ²	656,000 ²	-14.0
All-Cargo Airlines*	6,634,000 ¹	7,775,000 ¹	+24.3
Consolidated Industry	\$36,129,000 ³	\$41,562,000 ³	+15.0

OPERATING REVENUES—EXPRESS

Domestic Trunklines	\$4,680,000	\$5,320,000	+13.7
Local Service Airlines	282,000	325,000	+15.2
Helicopter Airlines	35,000	41,000	+17.1
All-Cargo Airlines*	148,000	100,000	-32.4
Consolidated Industry	\$5,145,000	\$5,786,000	+12.5

¹ Includes domestic and international.

² Express and freight combined.

³ Includes express carried by International and Alaskan carriers.

*Slick Airways suspended common carrier operations on February 24, 1958.

**Aaxico Airlines suspended common carrier operations in June, 1959.

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Lake Central • Mohawk
North Central • Ozark
Pacific • Piedmont
Southern • Trans-Texas
West Coast

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HELICOPTER AIRLINES

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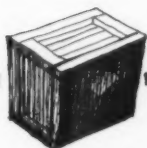
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How an airline man sees it

The Forwarder-Agent Role In Slashing Shipper Costs

By ALEX IGYARTO

*United States Cargo Manager
Sabena Belgian World Airlines*



AMERICAN business, since the first Ford Model T was mass produced, has learned that the key to the success of its operations revolves around a company's efficiency and ability to produce in volume. Since it is a known fact that volume production reduces the single unit cost, it is also true that it controls the selling price of the unit. This, in turn determines the salability of the product.

In direct relationship, the air freight industry is continually striving to help shippers achieve this end. Basically, forwarders and agents help the shipper ultimately reduce airline costs which, in the end, results in lower rates for the shipper. The Pacific rates lowered in January and the Atlantic rates lowered in April are examples which show a trend for the future.*

The healthy growth of the air freight industry, both domestically and internationally, is in a large measure due to the ability of the forwarders and agents to pass their vast air shipping knowledge onto the client. Know-how

increases service, lowers costs where consolidation of shipments is applied, and sells air freight to a shipper on factors other than merely using direct cost comparison.

From the shippers' point of view, the forwarder/agent is a specialized middleman who creates an essential bridge between the users who want to buy transportation, and the carriers who sell it. More important to the shipper is the fact that the agent/forwarder is an adviser for industry. With regard to international trade, he is in a favorable position since he translates his knowledge of the market into the proper transportation of the product. This quality is a high prerequisite for the shipper since his economic function is to attend to the interest of the shippers' goods.

The forwarding agent brings the shippers' attention to the many advantages of air freight; he shows his principals that, when shipping by air, the gross weight of the material on which the transportation charges are based may be much less. This in turn opens new possibilities for more accurate production planning; warehousing and consequent handling charges are lowered and, added to this, is the fact that air insurance premiums are much less than those applicable to surface trans-

portation. Shorter travel time greatly reduces packing cost, breakage and pilferage.

Recently, a leading Minneapolis agent told me that he attributes his rapid air freight growth to his concentration on a cost-analysis program designed to convert his vessel accounts to air shippers. This agent has passed onto his clients the benefits of air which are to him two-fold: lower service charge since air freight requires less time in paper work, and the processing of twice as many shipments for his client in the same period whereby he offers efficient expeditious service on a volume basis.

It is no longer rare for a company to use air freight and to be able to save thousands of dollars through the elimination of warehousing. While it sometimes takes years of painstaking research for a company to weigh the merits of such a move, the reliance on this pattern will expand when the availability of airlift becomes more and more abundant and the rates are lowered proportionately. One such company is Raytheon whose Products Division will serve their customers throughout the country by air freight from a sole distribution center. Estimated savings will be approximately \$250,000 annually. Large corporations as well

*The new Pacific rate structure discarded all specific commodity rates. It lumped together all commodities, with rates based on a series of weight breaks ranging from 100 pounds to 22,000 pounds. The new North Atlantic rates established drastic reductions (some as low as 30¢ per pound) covering 17 specific commodity descriptions. A second weight breakpoint at 1,100 pounds also was established.

as smaller companies can no longer afford to overlook what the airlines offer them. As more and more management people—through their forwarder/agent working with the airlines—relate speed to distribution costs, the air industry's share of cargo shipments will continue to increase steadily and so will the profits of the users.

A shipper/manufacturer's ultimate aim is to distribute his products to the consumer at the least cost and in relative ample time. Therefore, the shipper's problem is basically one of distribution. When asked by the forwarder/agent, how many shippers can truthfully answer these questions:

- ▶ How good is your distribution system?
- ▶ What does it cost you to market your product?
- ▶ Do you lose sales because of stock deficiencies?
- ▶ Are your customers satisfied with your schedule of deliveries?

When a shipper becomes conversant with his forwarder/agent on these matters, he automatically helps himself lower his costs by a modern evaluation of his distribution needs.

By slashing distribution costs, a manufacturer brings himself up to his competitors and possibly surpasses them. Your forwarder/agent can cut

your costs by analyzing the feasibility of one key distribution center, by improving or advising improved packing, or by more carefully choosing the carriers. By more efficient handling along the distribution route, labor cost may be cut.

By his day-to-day association with airlines, a forwarder/agent knows each airline's particular capabilities and passes this knowledge along to his clients, often saving for them time and money. He knows exactly whom to call to make a reservation, to check tariff regulation and exceptions to the



rule, to expedite an emergency shipment, to discuss documentation, to arrange pickup/delivery, to trace a shipment, etc. Many company traffic managers cannot afford to be tied up with forwarding problems which hampers them in efficiently processing and moving their firm's products. They have found it to be an advantage to employ the greatest asset of the forwarder/agent—his expert knowledge of air

freight and the carriers transporting it.

Why can the airlines, through the forwarder/agent, be sure air freight will make a significant contribution to the shipper? Because of the introduction of jets with their high cargo capacities which, with a full transatlantic load of passengers and their baggage, carry up to 10,000 pounds of air freight (or half the load of a DC-6A cargo plane), and their significantly faster schedules. This has resulted in the conversion of much surplus piston-engine equipment to all-cargo carriage. By the end of 1960, the airlines will have increased their cargo lift by about 1,000% over what it was only three years ago. Of that increase, 800% will take place this year. The years that follow will bring about even further increases. Due to this, the airlines are moving away from subordinating freight to a secondary position in their operations.

The role that the forwarder/agent plays on behalf of the shipper is suggested by the recent proposal by the Air Freight Forwarders Association to set up an Airline-Forwarder Council, the purpose of which would be to discuss rate structures best suited to the market and distribution needs of volume shippers and others, to explore

(Concluded on Page 65)

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The Air Freight Forwarders Association has proposed "a fresh approach"—the formation of an Airline-Forwarder Council. This body, composed of representatives of the direct and indirect air carriers, would convene at regular intervals "to discuss, to recommend, and to act in the principal direction of

reaching and capturing the mass shipper market in as short a period as possible." It would seek solutions to mutual problems, and cooperate in "a crash program to make it possible for the volume of air freight to keep some pace with the growing airlift capacity through the most intelligent and constructive kind

AN AIRLINE-FORWARDER

Dennis Crimmins
Assistant Cargo Sales Manager
Scandinavian Airlines System

Crimmins indicates support of the proposal to form "a symposium comprising the airlines and freight forwarders." SAS, he says, subscribes to "a joint venture in the merchandising of our product, air cargo." In his opinion, the idea "should be explored to



Crimmins: Would participate in council in helpful capacity.

the fullest extent and every effort made to solicit the joint support of all carriers and freight forwarders in the investigation of the possibilities of implementing all aspects of the proposal." He offers assistance to any effort made in that direction and would "participate in some capacity."

Etienne Dreyfous
Cargo Manager—North America
Air France

Pointing out that his company, like the others, is "anxious to capture the mass shipper market which will be the basis of the greatly expanded cargo market to come," Dreyfous feels that shippers must be assisted in the redesigning of their distribution patterns and solving their "overall shipping problems." He states that "no one can undertake this function better than the forwarders." The looked-for results will be achieved only with the "com-

Dreyfous: Need complete cooperation and coordinated efforts.

plete cooperation and coordination of efforts between forwarders and air carriers." Varying with geographical area, Air France receives from 65% to 90% of its cargo from forwarders. Any measure which will increase this trend and effect closer teamwork, "will be warmly welcomed."

Wilfred Greenway
Cargo Sales Manager—USA
British Overseas Airways Corp.

"In order to achieve increased air freight sales, the aim of both airlines and air freight forwarders alike must be to promote among shippers (and receivers) a greater acceptance of air



Greenway: Would study forwarder proposals for progress.

freight as an economical media of product distribution. Usually, the degree of intensity of developmental activities will vary according to the utilization of deadload capacity already available—or planned—and the estimated air freight potential of the pairs



of markets contained in the route structure of each individual airline or jointly with another.

"Due to a lack of suitable air freight candidates in the return direction, an imbalance of air freight potential does exist between the United States and many important pairs of overseas markets served regularly by an ever-expanding fleet of large jet transports. For example, the available return lift of BOAC and Associates throughout Australia, New Zealand, Africa, most Asian countries and the Caribbean and Bermuda to the United States is way in excess of current requirements and increases yearly. This difficult problem of developing return cargoes is outside the scope of the AFFA.

"Whereas we work willingly with individual air freight forwarders who have or wish to become established overseas, and also to develop existing or new air freight markets or resolve handling problems, as an international carrier we do not believe the formation of an Airline-Forwarder Council is necessary. We would be delighted to receive and study any recommendation or development proposals submitted by the Air Freight Forwarders Association or individual air freight forwarders."

Charles L. Hood
Vice President—Marketing
Riddle Airlines

An Airline-Forwarder Council may,



Hood: Forwarders and airlines do not understand each other.

of cooperation of which the airlines and forwarders are capable." How do some of the individual airline cargo executives respond to the proposal? Here is another significant *Air Transportation* exclusive which readers will find revealing. A topical contribution to an industry in an era of change.



COUNCIL?

perhaps, be of "tremendous value to both parties," Hood asserts. In spite of their having done business together for years, he is not at all certain that "each of us has a full understanding of the other's problems." His company will "not be averse to further discussions" relative to formation of the proposed council.

Alex Igyarto
U. S. Cargo Sales Manager
Sabena Belgian World Airways

The expanded cargo services of this day require "cooperation and understanding between the airlines and the forwarders"; they are a "basic necessity" to progress. Sabena, Igyarto says, is interested in the AFFA's interest in



Igyarto: Forwarders a basic necessity to progress of industry.

emphasizing creative selling. "This, properly directed, would serve the objectives of the forwarders and airline management." He is of the opinion that "cooperation in many avenues would only result in ever improving relations and continually increasing the market."

Alvin E. Levenson
U. S. Cargo Manager
KLM Royal Dutch Airlines

An Airline-Forwarder Council? Levenson believes the suggestion is "cer-

Levenson: Proposal of Airline - Forwarder Council is overdue.



tainly a most timely one, particularly in view of the many problems facing the air freight industry at this moment." He adds: "For many years, our industry's progress has been considerably hampered by the lack of proper opportunity for closer airline-forwarder collaboration towards achieving optimum results in promoting the growth of international air freight." Citing Louis Haffer's suggestion to cooperate with the air carriers in tapping the vast air freight market, Levenson states that this is "just one of the many very important items to be considered and properly resolved by the committee." Furthermore:

"We fully concur with Mr. Haffer that there are a great many matters which can be advantageously discussed by the proposed council. No one has been more aware than KLM of the about-to-be-realized doubling or even tripling of air freight capacity." It is the Dutch airline's "earnest feeling" that in view of the forwarder's expected vital role in developing the necessary traffic, "a council such as proposed by Mr. Haffer is long overdue, should be promptly initiated, and will certainly have our fullest support."

R. L. Mangold
Director of Cargo Sales
United Air Lines

United Air Lines, Mangold declares,

is "very interested in working with the freight forwarders in any and all areas that will prove mutually beneficial" to United, the forwarders, and, "most importantly, the actual customer." However, he further states, "this may be one of those situations wherein better results would be accomplished if we each aggressively pursue our programs on a separate or individual basis." The timing of the suggestion can be "extremely significant," he adds.

As Mangold sees it, "standardization in some service areas may be desirable, but there is a good possibility that we will create more new business if we



Mangold: Standardization may not be in interest of customers.

recognize that we all have a unique merchandising responsibility." He points out that there are areas where "the forwarders and carriers are in direct competition," and he consequently feels that "standardization may not be in the best interests of the customer." United's cargo head emphasizes that "it is the customer's requirements and needs that we must first consider if the air freight business is to fulfill our growth expectations."

James H. McGuiness
Cargo Sales Manager
Trans Caribbean Airways

Acknowledging the past contributions of the air freight forwarding in-

CARGO ^{TO} AFRICA

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MAURITANIA
SENEGAL
SIERRA LEONE
GUINEA
IVORY COAST
GHANA
TOGO
DAHOMEY
NIGERIA
CAMEROON
CHAD
CENTRAL AFRICAN REP.
GABOON
CONGO
RHODESIA
SOUTH AFRICA**

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dustry to the growth of the air cargo industry, McGuinness refers to the "considerable volume of air freight accounts" the forwarders handle, the latter's sales forces, and their valu-

McGuinness: Forwarders could be of value to airline brass.



able relationship with shippers. The forwarders, he asserts, "definitely could assist the airline managements in making policy decisions aimed at increasing the volume of air freight." Formation of the proposed council "would work to the mutual benefit of the airlines and air freight forwarders." He urges that "immediate action" be undertaken to establish the council.

George J. McGuigh
Vice President—Traffic
TACA International Airways

The TACA executive terms the pro-



McHugh: A closer relationship is a necessity for industry.

posal "one of the most progressive forward steps in developing air cargo to profitable proportions." Declaring that "it has become apparent that the many advantages of air cargo are not as widely known to the general shipping public as should be," he recommends that an Airline-Forwarder Council make this first on its agenda. "The time is now for the industry forces to make their bid for the vast shipping market." If air cargo is to be exploited to its full, "a closer relationship between airline and forwarder is a necessity."

Joerg W. Paetow
Cargo Manager—North America
Lufthansa German Airlines

The proposal has won the "whole-hearted support" of Lufthansa, its cargo chief on this side of the Atlantic states. This new era of greater capacities brings into relief the promise of a mass market for air cargo, "and at the same time makes it a necessity."



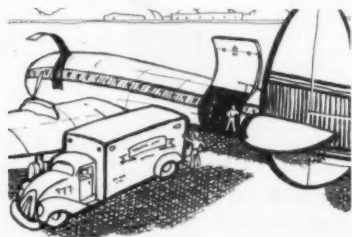
Paetow: Backs council proposal as means of tapping mass market.

Paetow applauds Louis Haffer's pointing out that more creative selling and greater efficiency in ground handling are "the most important problems confronting the air transportation industry." He adds: "The airlines have in the past found the air freight forwarders their most valuable support in the development of air cargo transportation. With the new area of the air cargo mass market, that cooperation will become even more imperative."

U. E. Parodi
General Manager
RANSA Airlines

Parodi points to the fact that the idea for an Airline-Forwarder Council is not a new one. "During the past 15

years or so there have been similar proposals, which were enthusiastically received, but which fell to the wayside due to lack of confidence, cooperation, and concentrated effort." Nevertheless, he calls the proposal "a good one and quite apropos." Parodi goes on to say that "in achieving this goal, hard work will not be the only requirement for the elimination of certain doubts." He lists the doubts as "lack of confidence, compliance, and good will," and declares that these negative aspects must "first of all, be eliminated." When this has been accomplished, "the other details should fall in line and the proposal will become a reality, not a mirage."



Seiler: Airline-forwarder cooperation works in Switzerland.



Werner Seiler
U. S. Cargo Traffic & Sales
Manager
Swissair

"I, for one, would certainly look very favorably upon the creation of an Airline-Forwarder Council," Seiler asserts. An organization of this type is not new to Swissair, he says. "In Switzerland, we are meeting twice annually with the air freight forwarders association there, in order to discuss problems of mutual interest." How is it working out? Fine. He counsels that "get-togethers of this nature would help our common cause."

MY FAIR LADY

(Continued from Page 19)

that the project probably would be in the spring. Even without a definite commitment, the possibilities were extremely promising. I didn't want to be stopped for lack of aircraft.

To paraphrase a line from *My Fair Lady*, I could have cried all night—but a single conversation with Arthur J. Rickard, cargo traffic manager for KLM Royal Dutch Airlines, put me at rest for the moment. Not only did he assure me of his company's definite interest in performing the airlift, he quoted a bid which I considered to be a fair one, offered to assume full responsibility, and volunteered to assign personnel, to make physical studies of the freight involved in the nearly 5,000-mile movement across the North Atlantic and the face of Europe.

The National Company of *My Fair Lady* was playing in Houston at that time. Rickard dispatched a man to the theater. The representative inspected the equipment and reported his preliminary findings to Rickard, who then conferred with me.

Learning that the National Company was moving to New Orleans, I arranged with Joe O'Hara of American Express in that city to get a visual appreciation of the freight while it was still in the boxcars. He was joined by a pair of KLM cargo representatives. Both Rickard and I received detailed reports about the shipment which

crammed five 70-foot cars.

By now we had a considerably improved idea of what was to be flown abroad. But the whole operation remained an iffy one, which added up to an investment in time, effort and money on the part of both our firms.

Rickard and I made a number of visits to the Mark Hellinger Theater in New York where we minutely inspected all the stage props and other equipment. Duplicates of these were being used by the National Company which slowly was moving East. We were, for example, worried about the exact dimensions of certain units which had been reported to us as being 40 to 45 feet long. Probing discussions with the stage manager provided us with additional information which would come in handy if we ever closed the deal. Most of all, standing on the stage of the Mark Hellinger, examining, measuring the size, and noting the individual weights of the odd-shaped pieces, we arrived at the mutual estimate that the freight represented seven plane loads. The passengers would occupy an eighth plane. This estimate, incidentally, proved to be an accurate one.

The New Year passed and we were well into January when the American National Theatre and Academy came into the picture. ANTA, as State Department representative in the Inter-

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Phone: WOrth 4-2357

CHICAGO OFFICE
608 So. Dearborn Street
Phone: WABash 2-0061

national Cultural Exchange Service (and its watchdog, so to speak), became the principal. This meant that the sales effort of American Express had to include both Herman Levin Productions and ANTA.

But the entrance of ANTA onto the scene solved the problem of a schedule. We were informed that the airlift would have to be operated sometime between April 12 and 14. The opening performance in the Moscow Central Theater of the Soviet Army would take place on April 18.

In the ensuing weeks, during which American Express convinced ANTA of

it was discovered that these trunks represented superfluous personal effects, ANTA was quickly discouraged from having these brought overseas.

In another case, we learned that instead of one revolving stage which forms an integral part of the production, there were two. On the road, these were being leapfrogged; that is, while one was in use, the other was enroute by rail to the next theater a couple of weeks before opening date.

As the weeks edged into spring, we moved closer to the target dates. Our own contract with ANTA now was firm. KLM, after all its initial spadework on a pure gamble, won designation as the charter air carrier. There were now the necessary formalities of applying for special licenses from the Department of Commerce, and the myriad conferences with the Customs officials at New York International Airport.

Taking our cue from the leapfrog procedure followed within the United States, it was decided to fly the first revolving stage two weeks ahead of the main body of shipments. One such stage weighed 27,000 pounds and consisted of 32 wedge-shaped units.

Gostkontsert was cabled the information that the stage was leaving New York. The Lockheed 1049 carrying it

was already part of the way across the North Atlantic when ANTA received a return cable from Moscow stating that Gostkontsert would be unable to take delivery of the shipment until April 12; that it could not accept responsibility for its safekeeping. On advice from American Express, Robert Schnitzer of ANTA cabled the suggestion that the huge stage could easily be stored in a hangar. Meanwhile the plane arrived at Schiphol Airport, Amsterdam, and sat there for several hours while Gostkontsert deliberated. Finally came word that the Soviet bureau agreed. I breathed a little easier.



Four days before *My Fair Lady's* opening night in Moscow, five airfreighters—two 1049s, two DC-6As, and one DC-4—lined up on New York International Airport's Runway 19. Rickard and I worked 'round the clock, smoothing out the kinks and watching over every aspect of the loading operations. Rickard moved about with radio communications equipment, constantly in touch with the aircraft and ground personnel.

The scene at Idlewild was a near-fantastic one. Trailer after trailer pulled up to Runway 19 with loads for the cargoplanes. Each unit was weighed on the tarmac—this was the first time any one of us learned the actual weights—and designated for loading aboard specific aircraft. Electrical equipment took priority, next came scenery and props, and then the rest of the equipment.

"This goes into a 1049 . . . Put this in the DC-4 . . . Hold that one for a 6A."

And so on into the night, until the last plane roared down the runway and into the sky.

Since the first stage already was in the Soviet capital, it was not necessary to fly the second one until a week after the five-plane take-off. The latter was destined for the House of Culture in Leningrad, to which point it would be railborne from Moscow. When *My Fair Lady* moved from Moscow to Leningrad, the revolving stage used in the Central Theater of the Soviet Army would be leapfrogged to Kiev's Palace of Culture. (The leapfrog operation enabled KLM to fly seven planeloads of freight with five aircraft, freeing the other two aircraft for other operations.)



its ability to handle the big air movement, my company and KLM kept close tabs on the theatrical equipment as *My Fair Lady* moved from New Orleans to Atlanta, and then on to Richmond and Pittsburgh. Each new check discovered variances which affected the ultimate airlift. At one point we were informed that 85 trunks would be added to the haul. When

Altogether 917 separate pieces were airlifted to Moscow. They weighed a total of 142,891 pounds—an average of 20,413 pounds per plane.

Although we were aware of the fact that the show had to be back in the United States in time to open in Washington, D. C., on June 20, no arrangement for the means of its return could be made until nearly the time of the farewell performance. The postscript was written in late May.

Once more American Express and KLM were involved in the airlift of *My Fair Lady*—this time with the Russian Government as shipper. With both revolving stages returning by vessel, six aircraft—four 1049s, a 749, and a DC-6A—were chartered to bring home the company of what delighted Russians had come to know (approximately) as *Mei-feh Lehdi*, and 95,700 pounds of equipment. ● ● ●

COORDINATION

(Continued from Page 21)

minutes later this big consignment is loaded aboard a California Air Freight C-46, flown to Lockheed Air Terminal at Burbank (Photo 9), and after midnight it is rolling towards the Post Office in Los Angeles (Photo

10). At about 1 a.m. tons of *Journals* are being transferred for postal handling (Photo 11).

In the final illustration (Photo 12), Owen S. Olds, director of engineering and customer services, Ryan

Aeronautical Company, San Diego, typifies the *Wall Street Journal* subscriber on the West Coast, who each morning receives his regular reading fare, after a night's drama in part of air freight's workaday world. ● ● ●

THE FORWARDER-AGENT ROLE

(Continued from Page 58)

further the feasibility of air-surface when coordination is necessary, to improve ground handling, and to step up creative selling of air freight.

The above proposals are all directly related and must benefit the shippers. For, as we all know, the cost gap between competitive transportation and

air freight is drawing closer every year.

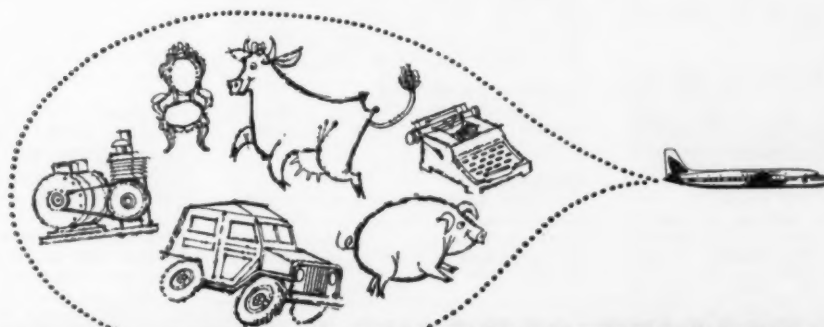
When some companies reflect on the savings they have effected through conversion to air shipping, it will be found that often the middle man—the forwarder or the agent—was involved. ● ● ●

Short Sketch of a Forwarder Meeting

WHEN sales personnel of an air freight forwarding firm get together for a bull session, what is said? What is done? Is it a loose disorganized affair? An excuse for a pep talk? An apathetic series of financial and statistical reports? A rigidly scheduled meeting? An excursion into boredom? A hectic cocktail party?

We had an opportunity recently to sit in at a meeting of Air Express International's foreign sales managers. It was one of a series of such meetings in New York attended by members of AEI's sales force from widely separated parts of its overseas system, joined by key United States figures.

(Continued from Page 73)



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ETHIOPIAN AIRLINES
THE WONDERLAND ROUTE

BOAC CARGOMEN GET THEIR DEGREES



In the picture at the left, cargo sales specialists for British Overseas Airways Corp. pose for their graduation picture after receiving their CSC (Cargo Sales Creator) degrees. Shown here after an intensive two-week course in creative salesmanship are the professors (wearing mortarboards) as well as the students. Seated (left to right) are: Charles Schutze, cargo sales office—New York; Henry Wadge, sales training officer—U. S.; Dr.

J. S. Schiff, chairman, Marketing Department, Pace College, New York; E. O. Engledew, sales training and procedures manager, London; and W. O. Greenway, cargo sales manager—U. S. Standing are BOAC's cargo specialists (left to right): Paul Finnegan, Washington, D. C.; Melvin Kirley, Pittsburgh; John Matthews, Boston; William Burke, Dallas; Richard Cochran, Detroit; John Holm, San Francisco; Edward Moritz, New York; Joseph



Steiner, Chicago; and Lyn Whitaker, Los Angeles. More BOAC cargo specialists from the same class are shown in the picture at the right. Posing with Rowan Waddy (rear center), United States manager for Qantas, are (foreground, left to right): James Keeffe, New York; Gaston Maergerli, San Francisco; Kenneth Gibson, Los Angeles; Richard Hamble, Chicago; Frank Puleio, Boston; and William Cooper, New York.

FACTS & FIGURES

UNITED STATES AIRLINES

AMERICAN

Freight—A total of 9,252,000 revenue ton-miles was flown in April, a gain of 14% over the same month of last year.

Express—Express, at 997,000 ton-miles during the month, registered a 24% increase.

DELTA

Freight—1959 revenue was 9% over the 1958 total.

Express—A gain of 5% in revenue during 1959 is reported.

FLYING TIGER

Freight—March revenues, at \$1,278,629, set a new record for that month. The total was about 3% higher than the March 1959 figure. The first-quarter total, however, was down slightly from the January-March 1959 quarter—\$3,394,732 as against \$3,457,697.

NATIONAL

Freight—A 12% increase in freight hauled from New York to all destinations is reported for the first quarter. A total of 1,552,361 pounds was flown . . . April

indicated a 29% increase for the month.

Express—First-quarter express from New York, as compared with last year's first quarter, showed a 15% increase for January-March 1960. Total was 307,119 pounds . . . April came through with a 46% jump in tonnage.

NEW YORK

Freight—Report for 1959 shows the helicopter airline to have shuttled 751,356 pounds, an all-time high. The previous high was in 1957 when 698,258 pounds were transported. Revenues totaled \$39,314.

Express—A total of 1,306,507 for the year, represented a loss of 70,373 pounds since 1958. Previous high point was in 1956 when 1,907,373 was flown. Despite loss in traffic, express revenues, at \$26,176, was \$5,726 higher than in 1958.

TRANS CARIBBEAN

Freight—An almost threefold increase is reported for April when ton-mileage reached 142,633.

UNITED

Freight—April ton-miles, at 6,345,000, was about the same as the total for the same month a year ago . . . Single-day record was established on April 13 when 357,200 ton-miles were flown.

Express—A 1% increase is reported for the month. Total was 992,000 ton-miles.

FOREIGN AIRLINES

ALITALIA

Freight—New highs keep on being set by the Italian air carrier. The month of March saw it establishing a new single-month high for eastbound exports, exceeding the previous record by 39%. First-quarter increase eastbound was 67%; west-bound 102%; both directions, 87%.

BEA

Freight—Fiscal year ended March 31, 1960, showed 14,894,000 ton-miles, a gain of 28.2% over the previous fiscal year.

SWISSAIR

Freight—A 26% jump is recorded for the first quarter which saw a total of 6.6 million ton-kilometers registered. Near and Middle East traffic led all routes with a 95% gain. South American, with a 50% increase, followed next. Traffic to North America went up 22%; to the Far East, 18%; to Europe, 10%.

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COMMERCIAL AIRCRAFT

Convair: Three 880-M jets have been purchased by Japan Air Lines. Deliveries are set for May and June of next year.

Vickers - Armstrongs: Seven *Viscount V810s* have been sold—three to All-Nippon Airways, of Tokyo; three to Ghana Airways; and one to VASP, of Brazil. Deliveries will be made in about a year. The Brazilian airline is operating a fleet of five *Viscounts* . . . Trans-Canada Air Lines has indicated that it will reorder three *Van-guards*.

DELIVERIES

Alitalia: The Italian airline recently received its first of a fleet of six long-range Douglas DC-8 jets.

Olympic: Two de Havilland *Comet 4Bs* have been delivered to the Greek carrier.

AID FOR ARIANA

A DC-6B, acquired with the financial assistance of the United States International Cooperation Administration, has been turned over to Ariana, Afghanistan's airline. It was the fifth received by Ariana with the assistance of a \$5 million loan from ICA. The other aircraft were three DC-3s and a DC-4.

SUPERSONIC AIRLINERS

Sud Aviation and Societe Generale des Avions Marcel Dassault, French aircraft manufacturers, will cooperate in the building of a medium-range supersonic airliner which would be able to fly at about 1,200 miles per hour. According to the joint announcement, it would fly from Paris to London in 10 minutes.

Donald W. Douglas, president of the Douglas Aircraft Co., recently pointed out that from his experiences with the DC-8 jet, "total investment involved in developing a Mach 3 transport and establishing facilities for its production could exceed \$1 billion."

B. S. Shenstone, chief engineer of British European Airways, recently told the SAE National Aeronautic Meeting that "none of us can afford to bring any supersonic aircraft into service before the early 1970s."

The president of TWA, Charles S. Thomas, last month told a Wings Club assemblage in New York that the industry can "count us out" on supersonic jets. He emphasized the immense costs involved in producing the first supersonic jets, adding: "Forget us for the next seven or eight years."

The Russians are said to be going slow on the supersonic transport. According to one report, a highly placed Soviet official has expressed the belief that the West will have such a plane before the Russians, but that the latter will not be too far behind.

MAIL

SEABOARD AUTHORITY

Authority to haul United States military mail, other than air mail, on its scheduled North Atlantic run, has been received from the Civil Aeronautics Board by Seaboard & Western Airlines. This mail previously moved on military aircraft. Seaboard already transports United States and foreign air mail.

MONRONEY REBUTS AIRLINES

Senator Monroney of Oklahoma, speaking on the floor of Congress, last month

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RATES

ALASKA RATES PUBLISHED

According to Stanley French, manager of tariffs and schedules for Alaska Airlines, the company's cargo tariffs will be published by the Air Traffic Conference starting June 1. Alaska is the first carrier in the 49th state to have its rates included in the ATC tariff publications.

NEW OFFICES

AIR EXPRESS INTERNATIONAL

Hong Kong—26 Far East Mansion, Kowloon. Richard Sun, district manager; Francis Chow, sales representative.

Paris—10 Rue de Saint-Quentin. Phones: NOR 40-72, 50-83. Michel Prevost, representative for France and Belgium.

AIRFREIGHT SERVICE CORP.

Miami—4507 N. W. 7th St. Phone: HIlland 4-5483. Cable: AYESSC EE MIAMI. Jose Machin, manager.

ALLIED AIR FREIGHT

Boston—Logan International Airport. Robert Maloney, district manager.

PETER A. BERNACKI, INC.

Geneva—P. O. Box, Airport 15; Phone: (022) 24.04.00. René Rothen, manager.

INI AIRLINES

New York—Suite 1378, 11 West 42nd St. Phone: Oxford 5-7464. Thomas P. Doherty, regional sales manager.

INLAND FORWARDING

New York—55 Broadway. Phone: BOWling Green 9-1846. H. P. Bielawski, manager.

accused the railroads of being largely responsible for an "unbelievable barrage of misinformation" about legislation which would permit more first-class letter mail to be transported in aircraft. Reacting to the railroads' charge that more airlift of 4¢ mail would bring about the discontinuance of many passenger trains, he pointed out that the scheduled air carriers were receiving approximately \$3 million a year for the transportation of such mail, as contrasted with the \$345 million paid by the Post Office Department to the railroads. The Oklahoma Senator further stated that the Post Office Department expects to be able to discontinue 17 railroad post offices as a result of greater airlift, with railroad passenger schedules remaining totally unaffected.

NON-PRIORITY MAIL RATES

A Civil Aeronautics Board ruling has established a rate for the airlift of non-priority mail which is half that for priority air mail. The new rate combines a line-haul rate of 15.085¢ per ton-mile and a terminal charge of 1.66¢ per pound within the continental United States. Alaska terminal charge rates have been set at 3.32¢ and \$4.98 per pound, depending on location of station. Rates are on an interim basis. The Board is investigating the airlift of non-priority mail. Meanwhile, the new rates apply to a total of 62 city-to-city segments within the United States and to Puerto Rico, Hawaii, and Alaska.

TRANS CARIBBEAN BACKED

In a recent Civil Aeronautics Board finding, Examiner Barron Fredericks recommended that Trans Caribbean Airways be permitted to transport mail on a non-subsidized basis between New York and Puerto Rico.

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 LU 2-7444

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 Miami International Airport
 TU 8-6743

AIRPORTS

CARGO BUILDINGS AT SFO

Two new cargo buildings for fast-growing San Francisco International Airport recently were dedicated by Mayor George Christopher. Joseph Martin, Jr., president of the Public Utilities Commission, and William Aitken, president of the Air Cargo Association, also addressed the audience during the dedication ceremony. The two new structures were put up at a cost of \$650,000. This cost includes apron and truck paying and utilities. Designated Cargo Buildings Nos. 2 and 3, the new facilities, which provide 67,000 square feet of space, bring total cargo space at the airport to 99,000 square feet.

HOUSTON CARGO TERMINAL

A new cargo terminal recently reached completion at Houston Airport. Eastern Air Lines is its first occupant. Others are expected shortly to occupy it. The terminal design includes ramp-level entrances on the field side and truck-level docks on the other side.

SEATTLE-TACOMA

Freight handlings—For the month of March, a total of 3,380,236 pounds is shown, as compared with 3,064,521 pounds for the same month a year ago. First-quarter total is 9,043,691 pounds, an increase of 1,106,631 pounds over the comparable quarter of 1959.

Express handlings—A total of 267,250 pounds is reported, as against 243,186 pounds in March 1959. First-quarter total is 747,038, a gain of 36,376 pounds.

HANDLING - PACKING

WESTERN SHOW IN JULY

The Western Packaging and Materials Handling Exposition will be held in the Los Angeles Pan Pacific Auditorium July 19-21. Early indications are that "as

many as 11,000 owners and management executives may attend." If this forecast is borne out, it will represent a 10% gain over attendance at the 1958 show in San Francisco.

ATA PACKAGING SPEC

A group from the Air Transport Association has developed a specification for packaging airline supplies. The specifications are designed to insure protection to the packaged unit and to reduce packing and unpacking costs, both for suppliers and air carriers. H. E. Brown, of the ATA, showing examples of savings, stated that "warranty claims due to in-transit damage on certain units have, in some cases, been reduced to the point where they offset the cost of the long-life containers, in which the unit was shipped, while at the same time airline packing and unpacking costs on the item were virtually eliminated."

DOUGLAS-UNITED CONTAINER

A new preloaded container system developed by United Air Lines and Douglas Aircraft Company for use on the carriers' DC-8 jets is claimed to be "the fastest and most efficient in the industry" for the handling of cargo and baggage. The method employs 11 fiberglass containers which are shaped to fit compartments in the belly of the fuselage. Each container, which is lifted in and out of the compartments by electric hoists which are integral parts of the aircraft, holds 25 bags or 1,100 pounds of mail and freight. Handlings have been considerably reduced.

CAB

TACA PERMIT RENEWED

President Eisenhower has signed a permit renewing for three years TACA International Airlines' operating authority between New Orleans and the following points in Latin America: San Salvador, Guatemala City, Mexico City, Panama, San Jose, Managua, and Tegucigalpa. The routes have been served by the Salvadorean

air carrier for the past 13 years. *Viscounts* are operated in these services.

The Civil Aeronautics Board has put TACA on notice that it must become Salvadorean-owned and controlled within 18 months. The Board seeks to reduce the extent of TACA's ownership by United States nationals.

AIR-INDIA PERMIT AMENDED

The foreign air carrier permit of Air-India International has been amended to allow transportation "between a point or points in India, intermediate points in Bahrain, Syria, Lebanon, Egypt, Italy, Switzerland, Czechoslovakia, Germany, France, England, Ireland, and Iceland, the intermediate points Gander and Montreal, and the terminal point New York."

LUFTHANSA TO SERVE SFO

Deutsche Lufthansa's foreign air carrier permit has been amended to provide it with a new terminal point at San Francisco. (See *Services* in this issue.) The new authorization specifies that the German airline is to operate:

"Between a point or points in Germany; the intermediate points Brussels, Paris, Manchester, Shannon; and (a) beyond Shannon, the intermediate point Gander, and the terminal point New York; and (b) beyond Shannon, the intermediate points Gander, Montreal, Windsor, and the terminal point Chicago; and (c) beyond Shannon, the intermediate point Montreal and the terminal point San Francisco." Lufthansa also was confirmed to engage in off-route charter operations granted to it in the Foreign Off-Route Charter Service Investigation (October 1958 AT; Pages 6, 25).

NAL IN PETITION HITS NEA

In a petition filed with the Civil Aeronautics Board, National Airlines urged the cancellation or suspension of Northeast Airlines' authorization to operate between New York and Florida. National, which is based in Miami, asked the Board to step in and halt "further disastrous financial and economic consequences." It said that the Boston-based air carrier has cost taxpayers and investors more than \$75 million as a result of Northeast's Florida operation. The latter's five-year certificate expires in November, 1961.

National said that "immediate proceedings are necessary to eliminate the ruinous economic conditions which Northeast's Florida operation have produced for both itself and its competitors." It added that such action could not be delayed. The airline pointed out that Northeast's operational losses exceeded \$14 million during the first three years, subsidy requirements increasing from some \$1.5 a year to "at least \$6 million annually."

CAPITAL AIRLINES PROBE

A broad inquiry into the financial structure of Capital Airlines has been ordered by the Civil Aeronautics Board. The Board seeks to find:

"(a) The reasons for Capital's current financial situation.

"(b) Whether the alteration, amendment, modification, or suspension in whole or in part, of any or all of the certificates of public convenience and necessity of Capital is required by the public convenience and necessity.

"(c) Whether the transfer of any or all of the routes of Capital to another carrier or carriers would be in the public interest and in accordance with the public convenience and necessity.

"(d) Whether the integration of the

routes of Capital and another carrier or carriers into a unified system by means of merger, consolidation, acquisition of control, route transfer or in any other lawful manner would be in the public interest and in accordance with the public convenience and necessity.

"(c) What other remedial actions would be in the public interest and in accordance with the public convenience and necessity and should be taken by the Board (or Capital) to rectify the present situation."

On March 25 of this year, Capital filed a petition with the Board, seeking some \$12.9 million a year in subsidy assistance. Less than three weeks later, Vickers-Armstrongs, Ltd., manufacturers of the Viscount aircraft operated by the airline, let it be known that it is seeking legal recourse to recover monies owed to it by Capital. The Board stated that "these circumstances underscore the serious economic straits into which the carrier has fallen in recent years." It pointed out that the airline began reporting operating losses in 1955, "at a time when the balance of the carriers in its class were reporting substantial profits."

Not only was Capital's plea for interim subsidy payments declined by the Board, but a second such rejection was handed down on April 29. The Board, in refusing to establish a temporary rate, said it "does not envisage that any or all air carriers in financial straits shall be awarded subsidy simply upon the filing of a petition."

CONGRATULATIONS

UNITED STATES AIRLINES

American: George P. Hitchings elected vice president-economic research.

Bonanza: F. William Schramm appointed district sales manager for Utah.

Continental: Douglas Macomber named to the newly created position of district sales manager at Los Angeles. His territory will include the whole of California.

Delta: The following officers have been named to new positions in addition to their present duties: Richard S. Maurer, director and vice president-legal, elected secretary; and Robert Oppenlander, comptroller, elected treasurer.

Northwest: George A. White appointed Spokane district sales manager. A 14-year veteran of the airline, he served most recently in Seattle as assistant district sales manager.

Pan American: Edward Hudak appointed cargo sales manager in Los Angeles. A veteran Pan Am air cargo man who at one time served as cargo sales manager for the airline, he resigned some years ago to operate his own business. He returned to the field about two years ago, first with Air Express International, then with Seaboard & Western.

Seaboard & Western: George H. Vottler joins as regional sales manager in Los Angeles. With 25 years in the aviation industry under his belt, he has spent the last eight years with the Air Transportation Association as Western regional manager.

TWA: Four veteran air cargo specialists have been named to new posts: Stanley E. Russ, formerly head of the air freight program, becomes system manager-air freight sales; William H. Pluchel, formerly in charge of the mail and express program, becomes system manager-mail and express; Howard R. Jennings, air freight administrator, advances to manager-



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Upper row (left to right): Stanley E. Russ; William H. Pluchel; Howard R. Jennings; Francis D. Terrillon, all of TWA. Lower row (left to right): Samuel F. Leib and Douglas U. Stark, also of TWA; George H. Vottler, of Seaboard & Western; John J. McCourt, Alitalia.

freight forwarder sales; and Francis D. Terrillon, who has been manager of cargo tariffs, becomes administrative assistant-air freight sales. Newly joined from American Airlines are: Samuel F. Leib, who joins as manager-military and interline air freight sales; and Douglas U. Stark, appointed manager of perishable air freight sales. . . . Thomas F. Huntington elected a vice president. He will continue to serve as executive assistant to the president.

Trans-Texas: Tony Kamel appointed general sales manager. For the past three of his nine years with TTA he has been Dallas sales manager. . . . James A. Cassidy named New Orleans sales manager.

United: J. J. Dierssen, with UAL for 16 years, named sales manager in Oakland, Calif.

FOREIGN AIRLINES

Air France: George F. Gaskin ap-

It was an article which appeared in *Air Transportation* (December 1957 AT; Page 10) which first analyzed Shannon's unique position in North Atlantic air commerce, and the part it could play if its free trade zone could be activated. The article was widely quoted and generally credited with having been an important factor in the Irish Government's decision to work towards establishing Shannon as a European counterpart of the Colon Free Trade Zone in Panama.

REA CONTRACTS

(Continued from Page 6)

airport communities served by REA. The airlines said that "shippers requesting the new service need to contact only the originating carrier, which furnishes the receipt for transportation to final destination." The pact covers "all types of shipments acceptable in both express and air freight services."

For TTA, the express company has inaugurated local door pickup and delivery services on air freight shipments moving to and from these nine points: Brownwood, Galveston, Lufkin, McAllen, Marshall, Victoria, all in Texas; El Dorado and Pine Bluff, Arkansas; and De Ridder, Louisiana.

FORWARDERS

(Continued from Page 14)

before Westland had agreed to send a helicopter to the airport to take possession of the bearings. But this was Tuesday, not Wednesday, and no helicopter was available. Nor was this the hour when one could find a truck. Not to be done in by such disappointments, Alexander found a motor scooter, pressed it into service, and by 5 p.m. the shipment was at Slough.

GLOBE-GIRDLING FORWARDER

Max Stucki, who manages the firm of Lamprecht & Co., Ltd., Zurich, Switzerland, recently spent some weeks in the United States and Canada, as part of an intensive



Stucki at Idlewild

business trip which took him around the world. He reported that Lamprecht has been appointed agent in Switzerland for Japan Air Consolidators, thus providing both entities with a full two-way consolidation service. Lamprecht also serves as an agent of Nishi Nippon, one of the member firms of JAC.

BRITISH UNITED

(Continued from Page 10)

Captain L. B. Greensted, respectively managing director and operations director of Hunting-Clan Air Transport, have handed in their resignations.

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SERVICES

(Continued from Page 16)

VARIG

The Brazilian air carrier will inaugurate on June 14 Boeing 707-420 jet service between New York and Brazil. Three weekly departures from Idlewild—every Tuesday, Thursday, and Saturday—will fly nonstop to Brasilia. Elapsed time: 7:45 hours. Northbound departures are every Wednesday, Friday, and Saturday.

TRANSATLANTIC

BWIA

British West Indian Airways has inaugurated transatlantic service between Trinidad and London via Barbados and New York. Operating a weekly schedule, a *Britannia* propjet leaves Trinidad every Sunday, and London every Friday.

KLM

The Dutch air carrier got deeper into the jet swim with its new daily DC-8 service which opened last month between New York and Amsterdam. Its fleet of 17 DC-7 piston-engine aircraft will remain on KLM routes all through the summer season. Direct jet service from Houston to Europe is due to open on July 13. There will be two flights a week.

SAS

Another one of those which inaugurated transatlantic jet service last month was Scandinavian Airlines System. Operating DC-8 equipment, it is making the New York-Copenhagen hop in 7:05 hours. This beats its DC-7Cs by five hours. The service is now on a daily basis. During the peak summer season, up to 18 weekly flights will be operated.

LUFTHANSA

Direct 707 jet flights from San Francisco to Frankfurt via Paris went into scheduled operation by the German airline last month. On a twice weekly basis, flight time between the West Coast and Europe has been cut to 10½ hours.



Peter Piercy (left), Lufthansa's newly appointed San Francisco cargo manager, is on hand as the German air carrier's Boeing 707 jet service out of the West Coast is opened.

Meanwhile Lufthansa's airfreighter service is being beefed up from two *Super H* and two DC-6A flights a week to half a dozen *Super H* runs a week. The airline's cargo capacity has increased more than twofold in the past year. Present capacity is reported to be 4,388,000 pounds a week. Lufthansa is developing its cargo traffic at a stiff pace. Since 1956, its eastbound rate of growth on the transatlantic run has averaged 65.4% a year.

SWISSAIR

DC-8 service begins this week on a three-a-week basis. DC-7Cs continue to operate through the season. After September, the Swiss carrier will offer an all-DC-8 transatlantic service.

TRANSPACIFIC

PAN AMERICAN

The airline has included in its schedules three DC-7F all-cargo flights between the

(Concluded on Page 73)

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pointed district sales manager in Houston. With the foreign carrier since 1953, he has served as Eastern district cargo sales manager since early in 1956.

Alitalia: John J. McCourt promoted to district sales manager for New York. He succeeds Franco Fougier, who has been appointed Alitalia representative for Cairo. McCourt, who joined Alitalia in December, 1957, has an extensive background in airline sales, including experience with Pan Am and SAS.

BOAC: Philip Graham Bell appointed regional sales manager-Pacific states with headquarters in Los Angeles. He has held several high executive posts at the home office in London since joining BOAC in 1945 . . . W. J. Reardon Shepherd promoted to regional sales manager-Eastern states. He also joined the airline in 1945, since when he has held a series of senior staff appointments both in South America and in the United States.

CAT: C. K. Tseng appointed manager of the Western sales office opened in Burbank, California, to develop interline sales in the North American market. An air transportation veteran, Tseng became associated with CNAC in 1943, and joined CAT in 1950. He formerly served as director of sales at CAT headquarters in Taipei, Taiwan.

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FORWARDERS—AGENTS

Air Express International: John S. Buckman, Jr. named to the newly created post of methods and procedures manager. Joseph N. Berg succeeds him as Idlewild station operations manager. Edward N. Bogda, previously operations manager in Philadelphia, replaces Berg in that city as district manager. Erik Hennings, former freight manager in Scandinavia for KLM, named AEI's representative for the three Scandinavian countries and Finland.

Emery Air Freight International: Douglas H. G. Russell takes over the management of the new branch office in Sydney, Australia. Alan J. Hodgekiss, formerly with Quantas, becomes manager of the new branch office in Melbourne.

INDUSTRIAL TRAFFIC

Edwards Co., Inc.: Edward T. Stanton named service and traffic manager.

U. S. Asbestos-Grey Rock Division: Benjamin Herr promoted to assistant factory manager in charge of services.

Olin Mathieson Chemical Corp.: George J. Mason named acting traffic manager of the metals division.

Burroughs Corp.: Des Goodwin appointed corporate traffic manager.

Godfrey L. Cabot, Inc.: Lee Cisneros upped to director of traffic and sales services . . . Paul Philip Foley named traffic manager at Boston.

Reynolds Metals Co.: Rex N. Miller appointed western traffic manager with headquarters in Los Angeles. John M. Anderson succeeds Miller at Phoenix.

John H. Breck, Inc.: Arthur C. Robertson elevated to assistant traffic manager.

MARKETING

Electric Autolite Co.: Robert O. Floren named to the post of marketing manager for Aviation Batteries.

AIRCRAFT

Lockheed Aircraft Service: Thomas T. Hinman elected vice president-sales. A veteran of 26 years in the aviation industry, he has served in previous years with Northwest, Continental, Central and Pennsylvania Central Airlines.

Sikorsky: James W. Clyne named to the newly-created position of manager of sales and service.

ORGANIZATIONS

Customs Brokers & Forwarders Association of America, Inc.: The following officers and directors were elected at the annual meeting for the coming year: Walter J. Mercer (Hudson Shipping Co., Inc.), president; Anthony V. Biegen (Caldwell & Co., Inc.), Samuel Shapiro (Samuel Shapiro & Co., Inc.), George Dwyer (The Los Angeles Customs & Freight Brokers Association Inc.), Herman F. Weber (Texas Ocean Freight Forwarders Association), Peter Tower (Customhouse Brokers Association-Northern U. S. Border), vice presidents; William I. Freedman (Freedman & Slater, Inc.), secretary; Gilbert M. Colombo (Behring Shipping Co., Inc.), treasurer; Martin A. Kerner (Heemsoth-Kerner Corp.), chairman of the board; and Herman S. Dorf (Dorf International, Ltd.), Charles Happel (Charles Happel, Inc.), Frank A. Hult (J. E. Bernard & Co., Inc.), Wm. R. Keating (W. R. Keating & Co., Inc.), and August J. Pascale (Universal Transcontinental Corp.), directors.

CLUB NEWS

International Air Cargo Sales Club of Chicago: At the April meeting Julian D'Esposito, manager of merchandising education and structural development, Container Corporation of America, spoke on the weight reduction and space-saving qualities of corrugated and solid fibre shipping containers.

Traffic Club of Hudson County, Inc.: The annual outing will be held on June 25 at Sundance Lodge, North Caldwell, N. J. Charles Dante, general sales manager, United States Trucking Company, heads the committee arranging the outing.

Wyoming Valley Traffic Club: Lionel Satterthwaite, traffic manager and director of stores for the International Textbook Co. and International Correspondence Schools, was honored at the May 11 dinner meeting. At the meeting the following officers were installed: Charles J. Burke, president; Gene R. Warren, vice president; Fred R. Roberts, secretary-treasurer; and Mr. Satterthwaite, Richard Mellow and Eugene Starna, directors.

Traffic Club of Lake Charles (La.): H. S. Thielen, of H. S. Thielen, Inc., was installed as president for the ensuing year at the May meeting. Other new officers installed: A. J. Batliner, general agent of the Missouri Pacific Railroad, vice president; F. L. Hinchey, transportation assistant for the Columbia-Southern Chemical Corp., secretary; and T. J. Williams, traffic manager of the Davison Chemical Co., treasurer. Directors are: W. H. Lusby, D. C. Davis, E. E. Manual, J. M. Blanchet and R. C. Porteous.

Women's Traffic Club of New York: Peter J. Byrne, vice president of Emery Air Freight, spoke at the monthly meeting on May 10 at the Park Sheraton hotel on *Air Freight—The Impetuous Teenager*.

San Francisco Traffic Club: At the annual *Air Nite* held recently, the guest speaker was Felix P. Jones, flight manager for United Air Lines. He discussed the potentialities and problems of jet aircraft.

Traffic Club of St. Louis: The following officers have been elected for 1960-1961: Orville H. Telthorst, regional manager, Republic Carloading & Distributing Co., president; Frank Becht, general traffic manager, Falstaff Brewing Corp., first vice president; Nick Laffler, general sales manager, Freight Ways, Inc., second vice president; Kenneth C. Dillman, general traffic manager, A. P. Green Firebrick Co., third vice president; William J. Resetarits, general freight agent, Illinois Terminal Railroad, fourth vice president; Victor H. DeLinieri, traffic manager, Reardon Co., fifth vice president.

SHANNON

(Continued from Page 6)

ation by no later than October of this year. An equal amount of space will be completed by March, 1961. At the outset, SPS would manufacture precision fasteners as well as miniature electronic components for the communications and electronics industries.

Lana-Knit has leased two factory bays of 16,500 square feet each. The firm is expected to start production before the end of the year.

In both cases, production will add significantly to the freight airlifted out of Ireland to European markets.

SHORT SKETCH OF A FORWARDER MEETING

(Continued from Page 65)

The group had been in the country about two weeks and were preparing to return to their respective homes in another day or two. They had visited several of the company's offices and airport facilities, concerned themselves with the finer details of operations, did some consignee selling, and now had settled themselves in the office of Alvin B. Beck, executive vice president. The general atmosphere was one of relaxation; the talk, utter informality. The men represented half a dozen different nationalities, but their individual and collective experiences added up to a singleness of concept.

Across-the-table talk dwelled on the Common Market and the Outer Seven, swung over to shipper attitudes and different sales techniques, skipped to analyses of a British exporter's problem and a French importer's requirements, switched to a discussion of the Deutsche Luftfrachtkontor and the groupage efforts in other countries, hopped to the subjects of forwarder handling of military consignments and the effect of the Reed Committee report to the Secretary of the Air Force, and veered to rates.

On rates they spent a good deal of time—in the borrowed parlance of Madison Avenue, rates were tossed on the floor, kicked around, shaken out, and given another examination. What did the new North Atlantic and Pacific rates do for their company, for the forwarders as an industry, for the international airlines, for the shippers?

Over the cross-currents of discussion and debate, one could virtually feel the pulse of a company, beating a little ahead of the tempo set by some of the airlines. There were earnestness and drive, and, too, an evident impatience to tap the big potential they knew was drawing within reach.



One of the typical international sessions at Air Express International's headquarters offices in New York looked like this. Left to right: J. Sterk, Schiphol manager, Van Gend & Loos, AEI's managing agent in Holland; and AEI executives, Michel Prevost, Paris; David J. Kelsall, London; John E. Muhlfeld, vice president-sales; M. E. A. L. de Jong, manager for Europe; Hans Doelter, Frankfurt; Alvin B. Beck, executive vice president.

From The Readers

... It has proven to be very helpful.
Harvey Ward
Foreman, Shipping & Receiving
Minneapolis Honeywell Regulator Co.
Beltsville, Md.

Here, in the School of Traffic and Transportation, we find this magazine both interesting and useful.

D. W. C. Becker, Director
School of Traffic and Transportation
LaSalle Extension University
Chicago, Ill.

We are writing to express our appreciation for your excellent publication, *Air Transportation*. We never seem to fail to glean from its pages informative and interesting information.

Harold Goss
Traffic Manager
Kyanize Paints, Inc.
Everett, Mass.

Your coverage is excellent!

F. E. Coleman
Traffic Manager
Boonton Molding Co.
Boonton, N. J.

I have read the article (*Air France Diary*) with keen interest and I hasten to inform you that it is one of the best reports I have ever seen on the Air France cargo operation . . .

Henri J. Lesieur
General Manager
North, Central American
& Caribbean Div.
Air France
New York, N. Y.

... Enjoy your magazine very much.

R. Morris
Traffic Manager
Atlantic Products Sales Corp.
Trenton, N. J.

The Air France story in your May issue was terrific . . .

James L. Ulrich
Miami, Florida.

Air Transportation has put us on the right track lots of times.

Ray Persona
Los Angeles, Calif.

I find your magazine both enjoyable and useful.

Joseph Patrick
Branch Manager
Line Material Industries
North Kansas City, Mo.

... Excellent in every respect.

Sidney V. Kratz
Chicago, Ill.

Air Transportation has been a big help.

Raymond G. Weyh
Traffic Manager
Emporium of St. Paul
St. Paul, Minn.

SERVICES

(Continued from Page 71)

West Coast and Tokyo, via Honolulu. Take-offs are from San Francisco on Sundays, Wednesdays and Fridays at 11 p.m. Return flights leave Tokyo on Sundays, Tuesdays and Thursdays at 1 a.m. The recently converted DC-7Fs (*April 1960 AT; Page 18*) replaced a *Stratocruiser* and DC-4s previously used on this run.

INTRAEUROPE

AER LINGUS

The Irish carrier has increased the frequency of its Dublin-London and Dublin-Manchester all-cargo services to four flights per week.

SWISSAIR

Twice weekly *Metropolitan* flights between Zurich and Warsaw are scheduled to start June 2. The airline points out that the flights "complement the existing service to Warsaw by LOT so that Swissair can now offer connecting service on five days of the week on the New York-Zurich-Warsaw run."

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Book Department

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BOOKS

The 1960 editions of *Year Book & Guide to Southern Africa* (H. W. Wilson Co.; 923 pages; \$3.00) and *Year Book & Guide to East Africa* (H. W. Wilson Co.; 483 pages; \$3.00) are now available. Edited by A. Gordon-Brown, these volumes continue to rank as superior information sources on Southern and East Africa. A wealth of information for the traveling businessman. Includes maps.

Latin America: The Development of Its Civilization (Prentice-Hall, Inc.; 818 pages; \$7.95) is as timely a volume as it is thorough and probing. The work of two educators, Helen Miller Bailey and Abraham P. Nasatir, it provides the tools for "an understanding of the cultural and social factors in Latin America as well as of political factors, and an awareness of the continuing influence of the Indian and colonial backgrounds." The authors open a wide panorama of history from the "first effective discovery" in the New World (Columbus) to Castro. Excellent.

Companion volume to his excellent *Famous Fighters of the Second World War* is William Green's *Famous Bombers of the Second World War* (Doubleday & Co., Inc.; 134 pages; \$3.95). Sharply written biographies of the better-known bombers of the United States, Britain, Germany, and Italy. Wealth of detail. Profusely illustrated with outstanding tone drawings by Gert W. Heumann. A welcome addition to any aviation library.

Captain J. A. Sinclair, in *Famous Airships of the World* (Sports Illustrated; 114 pages; \$3.00), succinctly pursues the history of airship development, from the ideas of Francisco Lana to the *Hindenburg* and the *Graf Zeppelin II*. An intriguing, though telescoped, story. Says the author: "Airships have not passed into history; they still make it."

More than ever before in modern history is Africa in the world's eye. Its awakening and sudden drive towards independence make daily headlines. Now Ellen and Attilio Gatti in their *The New Africa* (Charles Scribner's Sons; 213 pages; \$3.95) add to the mushrooming literature on the subject. The Gattis know their Africa well, and provide the reader with special insight into the various regions of "a continent in eruption." Strikingly illustrated. *The New Africa* contains quick but absorbing sketches of many peoples, places, and the political events leading to today's changes.

If Alan Kapelner's novel of the 1930s has certain faults, they are outweighed by a surging power spewed forth by the iron-grey depression years and neatly captured by the author. In *All the Naked Heroes* (George Braziller; 349 pages; \$4.00), Kapelner draws rugged portraits of two brothers, college graduates, who travel two different roads, each reacting to the era's shocks in his own way. Their paths diverge, then meet again, with America on the brink of war. The author's honesty of treatment sparkles throughout.

Cameron Hawley, who will be instantly remembered for *Executive Suite*, has for the third time ventured into the innards of Big Business. His newest novel is *The Lincoln Lords* (Little, Brown & Co.; 556 pages; \$5.00) is pegged on a big-front executive who is not quite what his facade indicates—he has had five precedencies in a period of 10 years—and who suddenly emerges a heroic figure when his last company finds itself in a serious crisis. This is *Lincoln Lord's* big victory. The inference is that from here on in his average of two-years-per-job is revised upward. Hawley continues to write an immensely readable story, and for pure business "inside" it is superior; but *Executive Suite* still remains his best effort to date.

Kriegle (Thomas Nelson & Sons; 256 pages; \$3.95) is a personal story. Written by Kenneth W. Simmons, the book details his own experiences from the time he bailed out over Germany in the fall of 1944 until his liberation by General Patton. Sustained by spiritual faith, Simmons withstood the rigors of prison life. He provides much interesting detail of *Kriegle* (POW) life, including an escape attempt and a death march.

Easter Week in Dublin, 1916, is a significant date in Irish history. While the rebels sniped at the British Army from the rooftops and the somber tempo of conflict quickened, the occupants of a four-story tenement played the tragic-comic scenes of life. In his novel, *Esther's Altar* (Abelard-Schuman; 263 pages; \$3.75), Paul Smith has given us a keen, authentic slice of the Irish people, written with unusual warmth, understanding, and perception. His characters' offbeat actions symbolize the fierce struggle for existence and the tragic search for happiness; indeed, they tower above the bloody reality of the uprising.

There is in *Sunset at Sheba* (William Sloane Associates; 248 pages; \$3.50) the kind of taut writing and pacing which makes John Harris' novel hard to put down. Building from a slow start, *Sunset at Sheba* gathers tension as the story of a manhunt across the South African veldt develops. The time is 1914, when the Boers are rising again. For sheer adventure reading, you'll find this neatly written tale hits the spot.

Donald Downes' *The Easter Dinner* (Rinehart & Co.; \$3.50) is delightful—just that. A rather involved tale of Italian underground activities not too many months before the Americans occupied Rome, this fresh novel ladles out a vast quantity of good comedy, but not without a complement of thrills and even tragedy. Cicco Massimo, the bricklayer-secret agent, is a gem. *The Easter Dinner* is worthy of wide reading.

We commend to your purchase two handsome travel guides in photo, *France and Germany* (Taplinger Publishing Co.; \$2.50 each). Pocket size, each volume contains uniformly excellent pictures which range in scene from city to country, from river to mountain. Includes a brief section containing economic statistics, map showing places of interest, and other data of value to the traveler.

Paul Annixter's latest volume, *Pride of Lions* (Hill & Wang; 177 pages; \$3.00) is a collection of 14 animal stories that will be read with interest, pleasure and profit. His locale is Amazon, the Montana Rockies, the varied, including Africa, the Upper Arctic, Canada, the Sargasso Sea. His cast of animal characters is equally varied. A born storyteller, he never fails to carry the reader along by sheer suspense, and his skill is such that he can enlist one's sympathy even for that most unlovable of creatures, the anteater. He obviously writes with an enormous authentic knowledge of the natural habits of animals—which would make him worth reading even if he were a far less accomplished writer.

Walter F. Friedman and Jerome J. Kinneer's *Industrial Packaging* (John Wiley & Sons, Inc.; 536 pages; \$11.50) is a comprehensive textbook which concerns itself with what the authors call "the analytical appraisal of the packaging function." A vitally important volume, not only to students and instructors, but to those professionally engaged in industry whose duties touch on the effective distribution and sale of goods. The two principal parts of the book cover, concisely and objectively, (1) packaging materials and containers, and (2) packaging methods and equipment. Illustrated.

For a practical handbook for technicians of all types, working at aircraft and missile plants, airports, and repair and modification stations, we suggest Charles A. Overbey's *Aircraft and Missile Design and Maintenance Handbook* (Macmillan Co.; 369 pages; \$9.75). Wide range of topics. Charts and illustrations.



The numbered paragraphs on this page correspond with the numbers appearing in the prepaid order card attached here for your convenience. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the order card, fill in the required information, and mail it in. Air Transportation will do the rest of the job.

19 Rapids-Standard's line of four Wheel-Ezy hand trucks and nine types of wheels available for them are illustrated and explained in a brand new bulletin.

20 Here is a 24-page booklet which provides all details on Econ-O-Veyor overhead conveyors, compares them with other types, and suggests over 40 applications.

21 We commend to your attention an interesting 16-page booklet published by Swissair, *International Shipment of Household Goods by Air*. Graphically relates how and why major U. S. corporations have turned to airlift for the transfer of employees and their households to overseas points. It highlights air freight as an economic means of transportation.

22 Shipping to South America? Here is *TSA's Quick Reference Memo Rate Guide*. It offers general cargo rates from New York, Newark, Washington, Baltimore, and Philadelphia, to points in Argentina, Chile, Paraguay, Uruguay, and Brazil. Includes valuable cargo information on the latter South American countries.

23 A new Towmotor booklet, 18 pages in length, describes in detail the company's new Naro-Aisle-Stack Model 590 fork lift truck, which reputedly operates efficiently in six-foot aisles—four to six feet narrower than those required by conventional lift trucks.

24 *Tradition in International Air Trade*, eight-page reprint of a descriptive story on the background and world-wide operations of an old-line freight forwarding firm, Barnett International Forwarders, Inc.

25 Latest issue of *Lift*, external house organ of The Elwell-Parker Electric Co., which features a number of articles on the proper uses of industrial

trucks. Particular emphasis is given to ways of reducing maintenance and downtime costs.

26 Pan American World Airways has prepared a file of actual case histories which prove that in many cases the total cost of shipping by air is less expensive than the total cost of surface shipping.

27 A new industrial packaging concept, utilizing triple-wall corrugated board to form extremely rugged shipping containers, is described in a new brochure. The container features high strength, low tare weight, and reduced cost.

28 A new brochure by Automatic Transportation Co., *Standards vs. Specials*, discusses the continuous special handling application where special equipment does the job faster.

29 A new case history bulletin by Lewis-Shepard describes how a nationally known printer successfully utilized the inherent operating features of both hand and powered equipment to keep pace with an expansion program.

30 *Winged Profits*, a 28-minute film produced by KLM, is available to organized adult group free of charge. An outstanding film on commercial air freight.

31 *100 Ways to Save Money in Packing, Shipping, and Stockroom Operations*, a 12-page booklet which reports on efficiency in all phases of shipping and warehousing. Prepared by Manpower, Inc., it contains time- and money-saving tips.

32 Air France has prepared a series of folders, each providing air freight rates for specific commodities between New York or Montreal and points in Europe. When requesting one or more of these folders, please indicate your choice. Specific commodities covered are: foodstuffs, spices and beverages; periodicals and books; artificial flowers; adding machines, computing machines and parts; leather and leather goods, shoes and slippers; scientific instruments, precision instruments, surgical instruments, microscopes, optical and photographic goods; radios, TV sets, electrical appliances, musical instruments, photograph records; pottery, chinaware, earthenware, stoneware, crystalware, porcelain and glassware; toys, games, athletic and sporting goods; textiles, textile manufactures, thread, fibers, etc.; automobiles, agricultural machinery, pneumatic machinery and parts.

33 *Reaching New Markets from a Business Base in Belgium* is an 80-page color-illustrated brochure published jointly by the Belgian Ministry of Foreign Affairs and External Trade and the Ministry of

Economic Affairs. It describes the advantages offered by Belgium to American manufacturers interested in expanding operations to the new mass consumer market created by the European Common Market.

34 Shippers to the Caribbean markets will be interested in receiving a copy of the latest Memorandum Tariff of Trans Caribbean Airways. Details general commodity rates between New York and various points, as well as between various United States cities and Puerto Rico. Another chart itemizes specific commodity rates between New York and San Juan and Aruba. Pickup and delivery rates are listed also.

35 Dimensional and engineering specifications and operational advantages of the Clarklift EC-25, 2,500-pound capacity, battery-powered fork truck are presented in a new six-page color brochure.

36 A package of seven Case History Bulletins describing paper-handling techniques with materials handling equipment by major printing or paper warehousing suppliers is offered by Lewis-Shepard Products, Inc.

37 *HMA-300 Standard Specifications for Manually Lever-Operated Chain Hoists*, a six-page booklet which contains tables and recommended minimum standards on lever-operated-type hoists of ratchet and pawl design and lead brake design using roller or link coil chain.

38 A highly detailed Memorandum Tariff for transatlantic air shipments, from and to hundreds of cities of the United States, Canada and overseas, has been prepared by Alitalia. It reflects the new specific commodity rates which went into effect in April, as well as the additional weight break for general commodities. A file folder for the safe-keeping of the tariff, details the dimensional limitations of cargo for seven types of aircraft.

39 Interested in air freight charters? Here is a brochure by the Flying Tiger Line which will give you some new ideas on the subject. Volume shippers (whether shipping by air at the present time or not) should find this informative.

40 Here is a new folder which provides a photographic, step-by-step story of how Signode's adjustable master container, Adjusta-Pak, is put together from eight corner sections. Used for a wide variety of commodities.

41 A new six-page folder provides a comprehensive analysis of Elwell-Parker's line of industrial trucks for die handling.

42 Available now is Sabena's air freight Memorandum Tariff listing the new specific commodity and general commodity rates for North Atlantic movement.

43 Half a dozen capsule case histories are featured in a Delta Air Lines folder which shows how to "move mountains of merchandise" economically and profitably.

44 Elkay Products, manufacturers and distributors of moving and storage equipment, has released its new 92-page catalog which lists 1,100 items, including pads, dollies, hand trucks, straps, etc.

45 Still using postage stamps? We suggest that you read Pitney Bowes' illustrated color booklet, *How to Talk Yourself Out of a Good Thing*. Makes good reading as well as points up valuable information.

46 An Industrial Portfolio by Speedy Products will give you some new insight on how to eliminate antiquated methods in making, stamping and stenciling your shipments. Includes information on the Magic Marker which dries instantly, is waterproof, and will adhere permanently to any surface.

Please Read This

Items are offered in *Come 'n' Get It* for three consecutive months. Added this month are items Nos. 19 to 46.

Items generally remain available for approximately three months after the last time of publication, but may be withdrawn earlier.



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